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FEC MAIL  
OPERATIONS CENTER  
1 AUGUST 2006  
2006 SEP 19 A 11:07  
2006 SEP 19 P 2:36

Perkins  
Coie

607 Fourteenth Street N.W.  
Washington, D.C. 20005-2011  
PHONE: 202.628.6600  
FAX: 202.434.1690  
www.perkinscoie.com

AOR 2006-31

September 19, 2006

Lawrence H. Norton, Esq.  
General Counsel  
Federal Election Commission  
999 E Street, N.W.  
Washington, DC 20463

RECEIVED  
FEDERAL ELECTION  
COMMISSION  
OFFICE OF GENERAL  
COUNSEL  
2006 SEP 19 A 11:49

**Re: Advisory Opinion Request**

Dear Mr. Norton:

We write on behalf of the Bob Casey for Pennsylvania Committee (the Committee"), pursuant to 2 U.S.C. § 437f, to seek an advisory opinion from the Federal Election Commission regarding the ability of the Committee to accept a rate for television and radio time below the usual and normal commercial charge, despite the Committee's forfeiture of entitlement to the lowest unit charge under 47 U.S.C. § 315(b). Owing to the press of the election year calendar, the Committee requests expedited treatment under 2 U.S.C. § 437f(a)(2).

## LEGAL BACKGROUND

### Lowest Unit Charge

The Bipartisan Campaign Reform Act of 2002 ("BCRA"), P.L. 107-155, 166 Stat. 81, amended section 315 of the Communications Act of 1934 and its "lowest unit charge" provisions. Prior to BCRA's passage, section 315 required broadcast and cable stations to provide legally qualified candidates for public office, within 45 days of a primary election and 60 days of a general or special election, the "lowest unit charge of the station for the same class and amount of time for the same period." 2 U.S.C. § 315(b)(2) (2002). BCRA retained this requirement, but for candidates for Federal



office, added a disclaimer requirement that applies to any advertisement that contains a "direct reference to another candidate for the same office." 47 U.S.C. § 315(b)(2)(A) (2006).

The requirement differs for political advertisements broadcast on television and radio. For television:

A candidate meets the requirements of this subparagraph if, in the case of a television broadcast, at the end of such broadcast there appears simultaneously, for a period no less than 4 seconds –

- (i) a clearly identifiable photographic or similar image of the candidate; and
- (ii) a clearly readable printed statement, identifying the candidate and stating that the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast.

*Id.* § 315(b)(2)(C). A candidate who airs an advertisement that contains a direct reference to another candidate, and who does not include the required disclaimer, "shall not be entitled to receive the [lowest unit charge rate] for such broadcast or any other broadcast during any portion of the 45-day and 60-day periods." *Id.*

§ 315(b)(2)(B). Thus, a candidate who fails to comply with the requirement loses eligibility for the discounted rates for the remainder of the election period.

The legislative history indicates that Congress intended the lowest unit charge to be unavailable to candidates who did not abide by the disclaimer requirements. Senator Ron Wyden, who introduced the provision as a floor amendment, described the provision as making "clear that to get that lowest unit rate, you have to be held personally accountable." Cong. Rec. S2694 (daily ed. Mar. 22, 2001). Similarly, Senator Susan Collins, the co-sponsor of the amendment, described the provision as requiring that the appropriate disclaimer be included "in order to get the lowest broadcast rate." *Id.* At S2695.

The requirements of section 315 differ in some respects from the disclaimer requirements added to the Federal Election Campaign Act ("the FECA"). Under section 441d, television advertisements paid for or approved by candidates must contain the following disclaimer:

[A] statement that identifies the candidate and states that the candidate has approved the communication. Such statement –

(i) shall be conveyed by –

(I) an unobscured, full-screen view of the candidate making the statement, or

(II) the candidate in voice-over, accompanied by a clearly identifiable photographic or similar image of the candidate; and

(ii) shall also appear in writing at the end of the communication in a clearly readable manner with a reasonable degree of color contrast between the background and the printed statement, for a period of at least 4 seconds.

2 U.S.C. § 441d(1)(b) (2006). One difference in the requirements of the Communications Act and the FECA is that the Communications Act requires that the image of the candidate appear at the end of the advertisement along with the written disclaimer, while the FECA permits the image of the candidate to appear anywhere in the advertisement so long as the written disclaimer appears at the end. Another difference is that the Communications Act contains a specific amount of time that the image must appear. The additional requirements of the Communications Act appear to be no accident: as Senator Wyden described the Communications Act amendment, "you must put your name and face at the end of this ad for a few seconds so the people know who is paying for this ad." Cong. Rec. S2694.

The Federal Communications Commission ("FCC") has not promulgated regulations regarding BCRA's amendment to the Communications Act. Neither has the FCC issued any formal rulings or guidance concerning a candidate's failure to meet the requirements of 47 U.S.C. § 315(b)(2)(C).

### **Corporate Discounts**

The FECA prohibits any corporation from making a "contribution" or an "expenditure" in connection with a Federal election. 2 U.S.C. § 441b(a). The definition of those terms include any gift of money or anything of value for the purpose of influencing a Federal election. *See id.* § 431(8)(A)(i), (9)(A)(i). The Commission's regulations further specify, "Unless specifically exempted under [Part

100], the provision of any goods or services without charge or at a charge that is less than the usual and normal charge for such goods or services is" both a contribution and an expenditure. 11 C.F.R. §§ 100.52(d)(1), 100.111(e)(1) (2006).

By advisory opinion, the Commission has affirmed repeatedly that corporations may not provide services to candidates for Federal office at less than the usual and normal charge, even if the discount is provided equally to all candidates. For example, in Advisory Opinion 1996-2, the Commission ruled that an Internet service provider may not provide services to Federal candidates free of charge, because those free services were not "made available in the ordinary course of business, and on the same terms and conditions (e.g., business volume), to the company's other customers that are not political committees or organizations." And in Advisory Opinion 1978-45, the Commission ruled that a discount for billboard advertising given for "civic and political purposes" would constitute an in-kind corporate contribution.

The Commission has twice considered the subject of discounted television time by advisory opinion. In Advisory Opinion 1998-17, the Commission permitted a corporation to provide free cable television air time to Federal candidates, because the cable television station was a press entity, and therefore the activity was exempted from the definition of contribution and expenditure. *See* 11 C.F.R. §§ 100.73, 100.132. The Commission cautioned that the station must "comply with all applicable provisions of the Communications Act and FCC regulations" and must not "give any preference to any candidate." This advisory opinion was issued before BCRA's amendments to the Communications Act, and the addition of statutory language revoking a candidate's entitlement to the lowest unit charge under certain conditions.

After the passage of BCRA, the Commission was asked to consider whether a broadcaster corporation may permissibly sell advertising at the lowest unit charge to a candidate who is not entitled to it because of a failure to meet the requirements of 47 U.S.C. § 315(b)(2). The Commission found that there was no evidence that there had been a violation of the disclaimer requirements of section 315, and that it therefore need not reach the question. *See* Advisory Opinion 2004-43. In concurrence, then-Chairman Scott Thomas argued that because of BCRA's amendments to the Communications Act, stations could not legally offer the lowest unit charge to a candidate who was not statutorily entitled to it. Commissioner David Mason, in concurrence, reserved judgment on what rules might apply to inadequate and absent disclaimers. Chairman Michael Toner and Commissioner Bradley Smith, in dissent,

argued that the law permits stations to provide the lowest unit charge to candidates irrespective of whether they meet the disclaimer requirements.

### **FACTUAL BACKGROUND**

The Committee is the authorized committee of Bob Casey, a candidate for election to the United States Senate from the Commonwealth of Pennsylvania. Mr. Casey's opponent in the general election is Senator Rick Santorum.

On September 12, Senator Santorum and his campaign committee, Santorum 2006, disseminated an advertisement that did not meet the requirements of 47 U.S.C. § 315(b)(2)(C). Specifically, the advertisement – which contains numerous direct references to Mr. Casey – contains an image of Senator Santorum only in the first few seconds; the advertisement in question contains no image of the candidate approving the communication at the end along with the written disclaimer. Thus, there is no image of the candidate appearing "simultaneously" with the written disclaimer, and the image is not at the end of the advertisement as required by 47 U.S.C. § 315(2)(b)(C). (See Attachment A).

Aware that by BCRA's terms Senator Santorum was no longer entitled to the lowest unit charge, no television station, to our knowledge, has refused to provide Santorum 2006 with continued use at that rate. One corporation – KDKA Television, a CBS affiliate – has committed in writing to providing television airtime at the lowest unit charge to candidates no matter their statutory entitlement to that rate. (See Attachment B.)

The Committee would like to take advantage of the station's willingness to provide airtime at the lowest unit charge even for advertisements prepared without regard to the requirements of 47 U.S.C. § 315(b)(2)(C). It is developing for broadcast television advertisements that directly reference Senator Santorum with a variety of different disclaimers. The Committee is working with the following permutations, among others:

- An advertisement containing a written disclaimer at the end of the advertisement but without a simultaneous clearly identifiable image of Mr. Casey, whose image would appear at the beginning of the advertisement in conjunction with the aural disclaimer, similar to the Santorum 2006 advertisement referenced above.

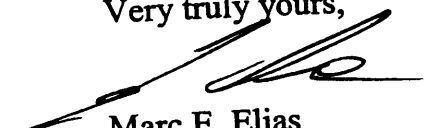
- An advertisement containing all of the required disclaimers under Commission regulations, but all aired entirely at the beginning of the advertisement.

Each of these formats is an attractive option for effective communications that contain clear sponsorship identification integrated less obtrusively into the overall message. The Committee is also considering other methods of including written and aural disclaimers; all options being considered will meet the requirements of 2 U.S.C. § 441d(1)(b) but none will meet the additional requirements of 47 U.S.C. § 315(b)(2)(C).

### QUESTION PRESENTED

Having forfeited eligibility to the lowest unit rate, may the Committee receive the lowest unit charge for television airtime in the circumstances noted above, even if it is no longer statutorily entitled to that rate, without accepting an illegal in-kind contribution from a corporation in the amount of the difference between that rate and the corporation's usual and normal charge for the time sold?

Very truly yours,



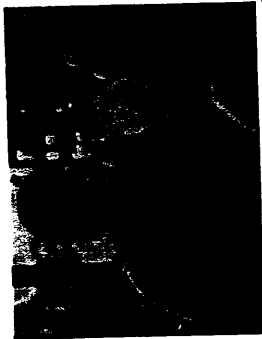
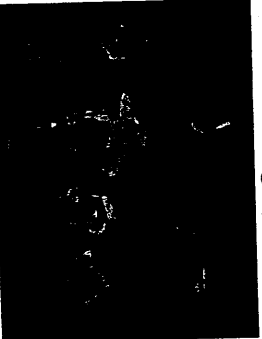
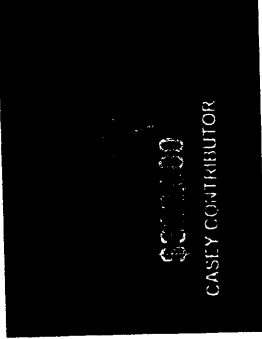

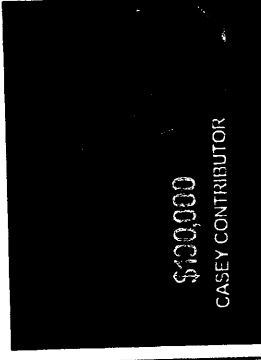

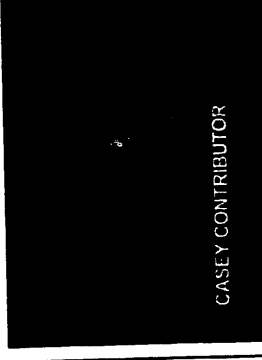
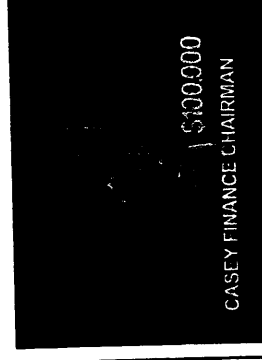
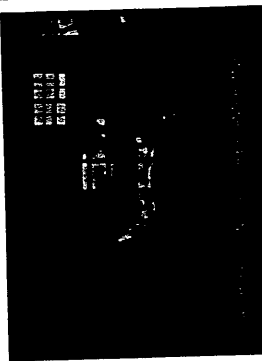
Marc E. Elias  
Ezra W. Reese  
Counsel to Bob Casey for Pennsylvania

cc: Chairman Michael E. Toner  
Vice Chairman Robert D. Lenhard  
Commissioner David M. Mason  
Commissioner Hans A. von Spakovsky  
Commissioner Steven T. Walther  
Commissioner Ellen L. Weintraub





## Corner Bar Storyboard

 <p>I'm Rick Santorum and I approve this message.</p>	 <p>Meet Bob Caseys campaign team:</p>	 <p>A Philadelphia politician who gave Casey almost four hundred grand,</p>	 <p>A Philly businessman who gave Casey 31,000</p>
 <p>A New Jersey developer-- 100,000 dollars</p>	 <p>And several more of Casey's largest contributors</p>	 <p>Are under investigation,</p>	 <p>Including Casey's hand-picked finance chairman.</p>
 <p>The more we learn about Bob Casey, the more concerned we ought to be.</p>			



# KDKA TELEVISION



ONE GATEWAY CENTER  
PITTSBURGH, PA 15222  
412.575.2200  
www.kdka.com

September 15, 2006

Mr. John Brabender  
201 South Liberty Street, S.W.  
Leesburg, VA 21075

Dear John:

Yesterday we wrote to advise you that, because of certain inconsistencies between the form of the disclaimers made in a spot for the Santorum campaign titled "Corner Bar" and the requirements of the Bipartisan Campaign Reform Act (the "Act"), we were "preclude[d] [by the Act] ... from offering you spots at the lowest unit charge for the remainder of the election campaign."

After further consideration, we do not think it is clear that the Act - which states that a candidate causing the broadcast of an ad that does not comply with its disclaimer requirements "shall not be entitled" (emphasis added) to receive the station's lowest unit charge -- *prohibits* a station from continuing to make the lowest unit charge available in its own discretion. Indeed, two FEC Commissioners have expressed the view that stations may do so, while the Commission itself has effectively declined to provide an advisory opinion on the legal issues involved.

In these circumstances, and in order to avoid placing KDKA in the position of adjudicating disputes between candidates, and trying to enforce an ambiguous statute in a way that may have the effect of significantly injecting the station into the political process, we have reconsidered our position.

We will continue to make the station's lowest unit charge available to the Santorum campaign, and sell time to the campaign in accordance with the policies set forth in our political disclosure statement.

Sincerely,

Christopher W. Pike  
Vice President and General Manager

cc: Marc E. Elias, Esq.  
Perkins & Coie  
607 Fourteenth Street  
Washington, D.C. 20005

CBS TELEVISION STATIONS

NO. 357 P. 2/2

KDKA TV SALES

SEP. 15. 2006 2:26PM

# KDKA 2

## HOMETOWN ADVANTAGE

### FACSIMILE TRANSMITTAL SHEET

TO:

*Mace Elias*

FROM:

*Lonnie Steg (for C. Pike)*

COMPANY:

*or Tracy Bohlman*

DATE:

*Gen. MGR.  
KDKA-TV*

FAX NUMBER:

*202-434-1690*

TOTAL NUMBER OF PAGES:

**COVER +**

*2*

PHONE NUMBER:

PHONE:

*412-575-2279*

RE:

FAX:

**412/575-2276**

☐ URGENT ☒ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

ONE GATEWAY CENTER. PITTSBURGH. PENNSYLVANIA. 15222

# KDKA TELEVISION



ONE GATEWAY CENTER  
PITTSBURGH, PA 15222  
412.575.2200  
www.kdka.com

September 14, 2006

Mr. John Brabender  
201 South Liberty Street, S.W.  
Leesburg, VA 21075

Dear John:

On September 14, we received a complaint from Perkins & Coie, counsel for the Casey campaign, regarding a spot titled "Comer Bar," which has been broadcast on this station on behalf of Senator Santorum.

The complaint states that no picture of Senator Santorum appears simultaneously with the disclaimer at the end of the spot indicating that the announcement is "Authorized and Paid for Santorum 2006." It is the contention of Perkins & Coie that this disqualifies Senator Santorum from purchasing time on KDKA at the station's lowest unit charge for the remainder of the campaign.

We have verified that the description of this announcement by the Casey campaign is accurate. The spot accordingly does not appear to comply with the certification requirement of Section 315 (b) of the Communications Act, which states in relevant part as follows:

A candidate meets the [certification] requirements . . . if, in the case of a television broadcast, at the end of such broadcast there appears simultaneously, for a period no less than 4 seconds--

- (i) a clearly identifiable photographic or similar image of the candidate; and
- (ii) a clearly readable printed statement, identifying the candidate and stating that the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast.

A copy of the full statute is attached for your reference.

We believe that the Casey campaign is correct that, because you have caused an announcement to be broadcast that does not comply with the above requirements, the law precludes us from offering you spots at the lowest unit charge for the remainder of the election campaign. In this regard, we call your attention to Paragraph VIII of KDKA's Political Disclosure Statement, which states the following:

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to maintain their eligibility to purchase time at the lowest unit charge . . . .

CBS TELEVISION  
STATIONS

# KDKA TELEVISION



ONE GATEWAY CENTER  
PITTSBURGH, PA 15222  
412.575.2200  
www.kdka.com

September 14, 2006  
Mr. John Brabender  
Page 2

The BCRA provides that, in order to qualify for lowest unit charge, federal candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. If a candidate fails to comply with the above requirements, the candidate will be ineligible for LUC during the remainder of that political period.

It is the candidate's responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will not review candidate spots for compliance with the above requirements.

In accordance with the BCRA, for any purchases you make on behalf of the Santorum campaign for the remainder of the election period, you have the option of (i) paying the non-preemptible rate, in which case you will receive the same assurance against preemption as other candidates paying that rate, or (ii) purchasing preemptible time at any rate at or above the second lowest rate in the program or daypart, without entitlement to a credit or rebate if a lower-priced preemptible spot clears.

We emphasize that KDKA is acting on the demand of counsel for the Casey campaign and in accordance with the requirements of federal law. If you have any questions in this regard, please call the station's lawyer, Howard Jaeckel, at 212-975-4099.

Sincerely,

Christopher W. Pike  
Vice President and General Manager

cc: Marc E. Elias, Esq.  
Perkins & Coie  
607 Fourteenth Street, N.W.  
Washington, D.C. 20005

CBS TELEVISION  
STATIONS

# BOB CASEY

## U.S. SENATE

www.bobcaseyforpa.com

To: Marc From: Josh  
 Fax: \_\_\_\_\_ Pages: 11  
 Phone: \_\_\_\_\_ Date: 9/20/06

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply

• Comments:

KDKA Political Disclosure Statement

[WWW.BOBCASEYFORPA.COM](http://WWW.BOBCASEYFORPA.COM)

Printed In House, Volunteer Labor

Philadelphia:  
 PO Box 22468, Philadelphia, PA 19110  
 Phone: 215-567-4190  
 Fax: 215-567-4191

Scranton:  
 PO Box 1063, Scranton, PA 16509  
 Phone: 570-344-3509  
 Fax: 570-344-3510

Pittsburgh:  
 PO Box 2531, Pittsburgh, PA 15220  
 Phone: 412-444-0177  
 Fax: 412-444-0176

Contributions or gifts to the Bob Casey for Pennsylvania Committee are not tax deductible.

Paid for by the Bob Casey for Pennsylvania Committee

sep 20 06 03:40p

To whom it may concern:

Please find attached an amendment to our political disclosure statement, which reflects this station's policy concerning certain disclaimer requirements applicable to federal candidates under the Bipartisan Campaign Reform Act of 2002.

Sincerely,  
Lonnie Stetz  
Political Specialist KDKA & WPCW TV, PGH.PA.  
9/20/06

Josh -  
1st 2 Pages  
is the Amendment  
on the LVR.  
Then the disclosure  
statement.  
He will be inserting  
the amendment into  
the disclosure statement  
shortly.



## AMENDMENT TO POLITICAL DISCLOSURE STATEMENT

Please note the following amendment to the Station's Political Disclosure Statement, which concerns certain disclaimers required by the Bipartisan Campaign Reform Act of 2002.

### VIII. Eligibility for Lowest Unit Rate – Certification and Disclaimer Requirements of the Bipartisan Campaign Reform Act of 2002.

During the 45 days prior to a primary or the 60 days prior to a general election (a "political period"), candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" ("LUC") for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to be "entitled" to purchase time at the lowest unit charge. (These requirements do not apply to state and local candidates.)

The BCRA provides that, in order to be entitled to lowest unit charge, federal candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. The Act states that a candidate failing to comply with these requirements will not be "entitled" to LUC during the remainder of that political period.

It is the candidate's responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will not review candidate spots for compliance with the above requirements.

It is not presently clear whether a station may, as a matter of its own discretion, continue to afford the lowest unit charge to a candidate who has caused the broadcast of an ad that does not comply with the above disclaimer requirements. Pending further guidance from the Federal Election Commission or the Federal Communications Commission, the Station will continue to afford the lowest unit rate to candidates in these circumstances.

Political Disclosure Statement, KDKA-TV (CBS) Pittsburgh, Pennsylvania. General Election 11/7/06

Station Group, a unit of VIACOM INC., enjoys a respected position in the market for its news, local programming, and community service and ratings performance.

Rates will be submitted weekly (or will be designated as to how long the rates will be in effect).

All Political inquiries are to go to the political specialist:

Political Specialist: Lonnie Stetz 412-575-2279 (work)  
Email= [stetz@kdka.com](mailto:stetz@kdka.com)  
Home # (in emergencies) 412-931-1141

Political Back-Up: Joanne Patterson 412-575-2425 (work)  
Email= [jpatlerson@kdka.com](mailto:jpatlerson@kdka.com)

KDKA-TV Sales Fax Number: 412-575-2276  
Traffic Fax Number: 412-575-3272

( KDKA-TV )

General Sales Mgr. Chris Cotugno 412-575-2270  
Local Sales Mgr: Howard Affinito 412-575-2429  
Bob Schoeppner 412-575-2272

Operations Mgr: Ken Arnold 412-575-3293  
Traffic Director: Art Wells 412-575-2283  
Universal traffic email [kdkatvtraffic@kdka.com](mailto:kdkatvtraffic@kdka.com)  
Traffic fax number 412-575-3272

1. KDKA-TV will be accepting political advertising on election day, Tuesday 11/7/06 till 7pm..
2. All programs listed are subject to availability at time of purchase.
3. Candidates may elect to purchase at either pre-emptible or at non-pre-emptible rates, as fully described in Section IV of the KDKA-TV political disclosure statement.
4. Non-prime time periods offered are sold on a horizontal and vertical rotating basis. Broader Daypart rotations are available and will be quoted upon request.
5. All rates for announcements are gross rates subject to 15% commission.
6. All rates are estimates and are subject to change.
7. Other program lengths are available upon request.
8. *Payment procedures can be found at the end of the disclosure statement.*

Please refer to KDKA-TV's Political Broadcast rate disclosure statement for a complete description of selling practices.

KDKA-TV POLITICAL BROADCAST RATE DISCLOSURE STATEMENT  
Pennsylvania, General Election 11/7/06

The following sets forth the policies and practices of KDKA-TV regarding the sale of time to candidates for public office.

**I. Policy Applies to Candidate Purchases**

These policies apply only to time purchased by candidates; that is, announcements or programs sponsored or approved by a legally qualified candidate for public office or the candidate's Authorized campaign committee which promotes the candidate's campaign for election. These policies are not applicable to material provided by independent political action committees, to schedules not sponsored or approved by a legally qualified candidate, or to non-candidate "issue" advertising.

In addition, only announcements or programs which constitute a "use" by a legally-qualified candidate for public office -- i.e., in which the candidate personally appears by voice or picture -- are entitled to the "lowest unit charge" under Section 315 of the Communications Act, as described in this Disclosure Statement.

**II. Reasonable Access**

All legally qualified federal candidates are entitled to reasonable access to the station's facilities for the purchase of time during an election campaign. While the station retains the ultimate discretion to determine the amount and location of time sold to meet the needs of federal candidates, the station will consider any such requests in light of all relevant circumstances applicable to the candidate and the station. The station reserves the right to determine the non-federal offices for which it will sell time, and to limit the amount of time it will sell to candidates for such offices, consistent with the "equal opportunities" provision of Section 315 of the Communications Act.

**III. Rotations**

KDKA-TV sells advertising time in a number of different programs and daypart rotations. The most commonly purchased, and the most favorably priced, programs and daypart rotations are shown on the rate schedule attached to this disclosure statement. Spots may also be purchased with different day or daypart rotations than those specified here, at rates that are available on request. Spots may also be purchased in orbits, by which the purchaser is assured of spots airing in specified programs on dates to be determined by the station; information and rates concerning orbit purchases are available on request. In addition, spots are available in packages to air both on KDKA-TV and its sister station WNPA-TV, Pittsburgh; information and package rates are available on request.

In accordance with the station's regular business practice, "swing breaks" between programs may be assigned to either program regardless of the clock hour into which the break falls. For example, the 9:58 PM break on Tuesday night is assigned to Judging Amy (10-11pm), and commercial and political advertisers purchasing that program may appear in the 9:58 PM break. Information as to swing break assignments is available on request.

The attached rate schedule represents the station's rates for 30 second spots. Rates for spot announcements of other lengths (e.g., 10, 15 or 60 seconds) are

available on request. Candidate requests to purchase program length time periods will be considered on an individual basis.

#### IV. Classes of Time

(A) Non-Preemptible. KDKA-TV offers a special class of candidate-only non-preemptible time at a discount from its "Effective Selling Level." Spots purchased at these rates will not be preempted except in the event of program cancellation, or due to other events beyond our control. (As described in more detail in Section IV.B below, the station will provide its best good faith estimate of the likelihood of clearance of spots purchased at various preemptible rates on request.)

Candidates purchasing the special class of non-preemptible time described in this Section IV.A will not receive a rebate or credit in the event a lower-priced preemptible spot clears for an advertiser ordering the same program or daypart rotation. However, in the event of a decline in the station's "Effective Selling Level," as reflected by lower-priced sales after the time of the candidate's purchase, candidates who have purchased this class of time will receive a credit or rebate so as to ensure that they have, in fact, received a discount from such "Effective Selling Level." The attached rate schedule shows for the indicated weeks the station's estimated rates for candidate-only non-preemptible time. These rates are only estimates. They are subject to change until a candidate purchases a non-preemptible spot in the program or rotation in question.

(B) Preemptible. With the occasional exception of time-sensitive commercial advertisers who purchase non-preemptible time at rates significantly exceeding the candidate-only non-preemptible rates discussed in Section IV.(A) above, almost all advertisers buying time on KDKA-TV purchase preemptible announcements. Preemptible spots may be preempted with no prior notice to accommodate any other advertiser willing to pay a higher rate. Although the price paid by an advertiser for an already-scheduled spot will normally not be the only factor in determining which of the spots scheduled in a particular program or daypart rotation will be preempted to accommodate such a higher paying advertiser, a political spot will only be preempted if it is the lowest-priced spot scheduled in the program or daypart rotation in question. If a candidate's preemptible spot is preempted, we will offer a make-good or make-goods of comparable value prior to the election, subject to the availability of inventory, unless the candidate requests a refund or credit instead.

The attached rate schedule shows for the indicated weeks our current best estimate of the "Effective Selling Level" which will be quoted to commercial advertisers during the period in question. The "Effective Selling Level" is the minimum current rate that is then being quoted to commercial advertisers for the time period in question, and fluctuates with marketplace demand. Interested candidates should inquire as to the current Effective Selling Level at the time they place their order. We emphasize that the actual rate levels needed to clear a preemptible spot at any given time will be determined on the basis of market conditions, in accordance with normal business practice.

The attached rate schedule also shows for the indicated weeks the lowest rates thus far sold for preemptible spots for our most commonly purchased programs or daypart rotations, or our best estimates of such lowest rates. These rates are subject to change on a weekly basis in accordance with normal business practice, and also may change in the event that the spot establishing the lowest rate is preempted to accommodate a higher-priced spot. We will provide updated lowest rate information and estimates on request. The clearance potential of a preemptible spot purchased at lowest rates will fluctuate with market demand. Our best estimate of the clearance likelihood of a spot

purchased at the lowest rates is available on request. We emphasize that, in all cases, our statements as to the likelihood of clearance of a spot purchased at a particular price can only be good-faith estimates. The actual rate levels needed to clear at any given time will be determined on the basis of market conditions in accordance with normal business practices.

Candidates may, of course, purchase preemptible spots at prevailing lowest rates. They may also purchase preemptible spots at the "Effective Selling Level," or at rates above or below the Effective Selling Level which will, respectively, lower or raise the risk of preemption. In this regard, we note that candidates may purchase preemptible time at rates above the non-preemptible candidate rates discussed in Section IV. (A) above. We emphasize that spots purchased at the high end of the range of preemptible rates will be broadcast in the overwhelming majority of cases, although clearance is not guaranteed. Regardless of the rate paid by a candidate for a preemptible spot, the candidate will always receive a rebate or credit, at the candidate's option, if a lower priced preemptible spot clears for an advertiser ordering the same program or daypart rotation.

(C) As-Available. Advertisers who purchase on an as-available basis (also known as "direct response") buy broad rotations (e.g., M-F 5-6am, 6-9am, 9a-4pm, 4p-8p, 1237am-2:05am, 2:05am-5am, Sat/Sun 8a-12n, 12p-6pm) with the understanding that their announcements will be scheduled and broadcast only if inventory is available shortly before airtime. Unlike regular commercial announcements, makegoods are not provided for as-available announcements which do not air. Lowest rates for as-available announcements, and our best estimate as to clearance potential at such rates, will be provided on request. Actual clearance at any given time will depend solely on market conditions, in accordance with normal business practice. Candidates may choose to pay a higher rate for as-available time to improve the chances of clearing. Regardless of the rate paid by a candidate for an as-available spot, the candidate will always receive a rebate if a lower priced as-available spot clears for the same rotation.

#### V. News Programming

All newscasts are eligible for purchase on KDKA-TV. This means your spot may run within as well as in the adjacencies as is the case with non-political advertisers.

#### VI. Audience Deficiency Makegoods.

The station provides make-goods to certain commercial advertisers, generally at the end of a scheduled flight of announcements, if the audience delivered for the advertiser's schedule is substantially below a level specified at the time of the purchase. Interested political advertisers should inquire at the time of purchase as to the audience delivery guarantees to which they may be entitled. We emphasize that a political advertiser's statement, in an order, or otherwise, as to the audience delivery that the advertiser expects to be achieved by the schedule will not be binding on the station, absent its express agreement to such audience delivery guarantees. No audience deficiency make goods will be provided unless the subject of audience guarantees has been expressly discussed between the political advertiser and the Station when the purchase is made. Should a political advertiser subsequently conclude that his schedule has not delivered the audience levels established at the time of purchase, the advertiser should notify the station and submit a supporting "post" analysis.

As with commercial advertisers, the provision of such makegoods will be subject to inventory availability. If requested audience deficiency makegoods cannot be provided before the election due to lack of available inventory or for any other reason, the political advertiser will receive either a makegood in a subsequent election or a rebate on a pro rata basis.

#### VII. Competitive Separation

The station will endeavor to schedule political announcements so that spots for competing candidates for the same office or nomination do not appear back-to-back in the same commercial "pod." The station does not, however, guarantee such separation.

#### VIII. Sponsorship Identification

All commercials must contain adequate video sponsorship identification in which the letters equal at least four percent of the vertical picture height and remain on the screen for at least four seconds. Should candidate spots not contain the proper identification, the station reserves the right to add the appropriate material at the candidate's expense.

#### IX. Eligibility for Lowest Unit Rate - Certification and Disclaimer Requirements of the Bipartisan Campaign Reform Act of 2002.

During the 45 days prior to a primary or the 60 days prior to a general election (a "political period"), candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" ("LUC") for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to maintain their eligibility to purchase time at the lowest unit charge. (These requirements do not apply to state and local candidates.)

The BCRA provides that, in order to qualify for lowest unit charge, federal candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. If a candidate fails to comply with the above requirements, the candidate will be ineligible for LUC during the remainder of that political period.

It is the candidate's responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will not review candidate spots for compliance with the above requirements. In the event that the station subsequently receives a complaint alleging that these requirements of the BCRA have not been adhered to, the station will then make a good faith determination as to the candidate's compliance. In the event that station concludes that the above provisions of the BCRA have not been met, it will then be obliged, in accordance with the statute, to deny LUC to the candidate in question for the rest of that political period. Such candidates will be given the option of (i) paying the non-preemptible rate, in which case the

candidate would receive the same assurance against preemption as other candidates paying that rate, or (ii) purchasing preemptible time at any rate at or above the second lowest rate in the program or daypart, without entitlement to a credit or rebate if a lower-priced preemptible spot clears.

X. Time Purchased Prior to "Lowest Unit Charge" Period or Not Constituting a Candidate "Use."

As noted above, candidates are entitled to buy time at the station's "lowest unit charge" for the amount and class of time in question during a political period, provided that the announcements or programs purchased constitute a "use" and, as to federal candidates, comply with the certification and disclaimer requirements of the BCRA (see Paragraph IX).

Stations are not required to sell time to candidates at such "lowest unit rates" prior to the "lowest unit charge" period or for spots or programs which do not constitute a "use"; however, broadcast stations are required by the Communications Act to charge no more for such purchases of time on behalf of legally qualified candidates for office than they would charge commercial advertisers for "comparable use" of the station. "Comparable" rates for the attached dayparts and rotations (and others), based on the rates charged commercial advertisers purchasing time on the same basis, are available upon request.

Candidates purchasing preemptible time outside the lowest unit charge period (or for a non-"use") will be quoted the prevailing rate then being quoted to commercial advertisers buying time in the same program or rotation. While the prevailing rates thus quoted would ordinarily be expected to clear, we emphasize that, consistent with the practices described in Section IV.(B) above, preemptible spots purchased by a candidate will be subject to preemption by higher-priced spots, provided that the political spot is the lowest-priced spot in the program or daypart rotation in question. Candidates may, of course, choose to pay a higher rate than the prevailing rate quoted by the Station in order to reduce the risk of preemption. However, because candidates purchasing time outside a "lowest unit charge" period (or for a non-"use") are entitled only to "comparable" rather than "lowest unit" rates, a candidate purchasing time on a preemptible (or "as available") basis will not receive a rebate if a lower priced preemptible (or "as available") spot clears for an advertiser ordering the same program or rotation.

Some advertisers may receive discounted rates based on the volume of spots or combination of spots purchased, and such discounts are also available to candidates purchasing time on the same basis outside a lowest unit charge period or for a non-"use." Information as to such discounted rates, which are subject to the station's normal preemption policies, is available on request.

The sales policies in this disclosure statement are generally applicable before, as well as during, the appropriate "lowest unit charge" period, except that, as previously noted, candidates purchasing time outside of the "lowest unit charge" period are entitled to "comparable" rather than lowest unit rates.

XI. Payment and Submission of Materials

Candidate spots will not be broadcast until all of the following have been received or satisfied.

1. Where the purchase is made by a corporation, committee, association, or other unincorporated group, a list of the entity's chief executive officers, members of the executive committee or the board of directors.

EP 20 00 03:47P      5

2. Where doubt exists, satisfactory proof that the candidate is "legally qualified" as that term is defined by the FCC.

3. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate and that the spot or programming is sponsored or approved by the candidate's authorized campaign committee.

4. Commercial materials (tape, film, slides, or copy), along with written instructions for their use, should be submitted to the station as soon as possible to insure proper airing. We request that all such materials be submitted at least 48 hours in advance of broadcast. For commercials expected to air on a given Monday, materials must be delivered on the previous Friday no later than 2:00pm with the exception of the last weekend of a given election. You will receive a letter during the last week of the election with specific instructions on material deadlines and trafficking for that weekend. KDKA-TV does not accept spot delivery by mail, in person or electronically on Saturdays or Sundays. All instructions for airing of commercial materials should be in writing. Changes to these instructions should be in writing to the station (by letter, e-mail, TWX, KWX, FAX, or telegram) prior to the changes being made.

5. All orders are subject to cancellation by KDKA-TV if payment has not been received 14 days in advance of broadcast date in the case of a state or local candidate, or seven days in advance of broadcast date in the case of a federal candidate. Where advance payment is made, such payment will be non-refundable where an order is canceled less than 14 days in advance of scheduled broadcast, in the case of a state or local candidate, or less than seven days in advance of scheduled broadcast by a federal candidate, except to the extent that, and insofar as, the station is able to resell the ordered time for a total amount equal to or greater than the rates paid by the candidate for the time in question. In no case will spots air unless payment has been received in advance of broadcast.

Payment must be made by certified check, wire transfer or cash, except where (i) payment is made by non-certified check in accordance with the 14 or seven day periods specified above, or sufficiently in advance of broadcast so as to ensure clearance of funds prior to air date, or (ii) the candidate's advertising agency guarantees the payment of all costs.

The failure of a political advertiser to fulfill all requirements in advance of scheduled broadcast may result in cancellation of some or all announcements or programs previously scheduled.



**Payment Procedures:**

- Payment by check:** *Separate checks must be issued for KDKA and or WPCW-TV.*

**You must send SEPARATE WIRES FOR EACH STATION.**

**Please identify the candidate and agency when wiring.**

Once the wire has been confirmed at your end please fax the confirmation to the station, for submission to accounting to expedite your order. There can be a day or two delay at our end from the bank that the wire was received.

**BOB CASEY**  
**U.S. SENATE**[www.bobcaseyforpa.com](http://www.bobcaseyforpa.com)

To:

Marc

From:

Josh

Fax:

Pages:

7

Phone:

Date:

9/20/06

☐ Urgent☐ For Review☐ Please Comment☐ Please Reply

• Comments:

WTAE

[WWW.BOBCASEYFORPA.COM](http://WWW.BOBCASEYFORPA.COM)

Printed in House. Volunteer Labor

Philadelphia:  
PO Box 22469, Philadelphia, PA 19110  
Phone: 215-567-4190  
Fax: 215-567-4191

Scranton:  
PO Box 1063, Scranton, PA 18506  
Phone: 570-344-8509  
Fax: 570-344-8510

Pittsburgh:  
PO Box 25311, Pittsburgh, PA 15220  
Phone: 412-444-0171  
Fax: 412-444-0173

Contributions or gifts to the Bob Casey for Pennsylvania Committee are not tax deductible.

Paid for by the Bob Casey for Pennsylvania Committee

# CONTRACT



**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

Mentzer Media Services  
600 Fairmont Ave, Suite 306  
Towson, MD 21286

*9/20/06*  
*not yet approved*  
*being reviewed by*  
*our lawyers.*  
*poli*  
*412-244-4669*  
*Refine*  
*dates*

<b>Contract / Revision</b> 203663 /		<b>Alt. Order #</b> 07387303
<b>Advertiser</b> Softer Voices	<b>Product</b> SOFTER VOICES/R	<b>Est. #</b> 
<b>Contract Dates</b> 09/21/06-09/27/06		<b>Original Date / Revision</b> 09/20/06 / 09/20/06
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTAE	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> Eagle-Philadelph
<b>Special Handling</b> 		
<b>IDB#</b> 1021	<b>Advertiser Code</b> 6087	<b>Product Code</b> 

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Totals	
											Spots	Dollars
1	WTAE	09/22/06	09/22/06	6-6:30am News	6-6:30am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$500			
2	WTAE	09/22/06	09/22/06	6:30-7am news	6:30-7am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$500			
3	WTAE	09/22/06	09/22/06	Good Morning America	7-9am		:30			NM	1	\$475
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$475			
4	WTAE	09/22/06	09/22/06	Live with Regis & Ke	9-10am		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$350			
5	WTAE	09/22/06	09/22/06	Rachel Ray	10-11am		:30			NM	1	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$700			
6	WTAE	09/22/06	09/22/06	The View	11am-noon		:30			NM	1	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$700			
7	WTAE	09/22/06	09/22/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$550
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$550			
8	WTAE	09/22/06	09/22/06	Oprah	4-5pm		:30			NM	1	\$1,800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$1,800			
9	WTAE	09/22/06	09/22/06	Oprah	4-5pm		:30			NM	1	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$900			
10	WTAE	09/21/06	09/22/06	5-5:30pm News	5-5:30pm M-F		:30			NM	1	\$1,600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	---TF--				1	\$1,600			
11	WTAE	09/24/06	09/24/06	M-Sun 11pm News	M-Su 11-11:35pm		:30			NM	1	\$2,400
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	-----S				1	\$2,400			
12	WTAE	09/24/06	09/24/06	This Week With Georg	10:30-11:30am		:30			NM	1	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	-----S				1	\$1,000			
13	WTAE	09/25/06	09/27/06	6-6:30am News	6-6:30am		:30			NM	1	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MTW----				1	\$1,000			
14	WTAE	09/25/06	09/26/06	6:30-7am news	6:30-7am		:30			NM	2	\$2,000

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

<b>Contract / Revision</b> 203663 /		<b>Alt. Order #</b> 07387303
<b>Advertiser</b> Softer Voices	<b>Product</b> SOFTER VOICES/R	<b>Est. #</b>
<b>Contract Dates</b> 09/21/06	<b>Original Date / Revision</b> 09/20/06 / 09/20/06	

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
Week:		09/25/06	10/01/06	MT-----				2	\$1,000			
15	WTAE	09/25/06	09/27/06	6:30-7am news	6:30-7am		:30			NM	1	\$500
Week:		09/25/06	10/01/06	MTW----				1	\$500			
16	WTAE	09/25/06	09/27/06	Good Morning America	7-9am		1:00			NM	2	\$1,900
Week:		09/25/06	10/01/06	M-W----				2	\$950			
17	WTAE	09/26/06	09/26/06	Good Morning America	7-9am		:30			NM	1	\$475
Week:		09/25/06	10/01/06	-T-----				1	\$475			
18	WTAE	09/25/06	09/26/06	Live with Regis & Ke	9-10am		1:00			NM	1	\$700
Week:		09/25/06	10/01/06	MT-----				1	\$700			
19	WTAE	09/25/06	09/26/06	Rachel Ray	10-11am		1:00			NM	2	\$1,400
Week:		09/25/06	10/01/06	MT-----				2	\$700			
20	WTAE	09/27/06	09/27/06	Rachel Ray	10-11am		:30			NM	1	\$350
Week:		09/25/06	10/01/06	--W----				1	\$350			
21	WTAE	09/25/06	09/27/06	The View	11am-noon		1:00			NM	2	\$1,400
Week:		09/25/06	10/01/06	M-W----				2	\$700			
22	WTAE	09/26/06	09/26/06	The View	11am-noon		:30			NM	1	\$350
Week:		09/25/06	10/01/06	-T-----				1	\$350			
23	WTAE	09/25/06	09/26/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$275
Week:		09/25/06	10/01/06	MT-----				1	\$275			
24	WTAE	09/26/06	09/27/06	Oprah	4-5pm		1:00			NM	2	\$3,600
Week:		09/25/06	10/01/06	-TW----				2	\$1,800			
25	WTAE	09/25/06	09/25/06	Oprah	4-5pm		:30			NM	1	\$900
Week:		09/25/06	10/01/06	M-----				1	\$900			
26	WTAE	09/25/06	09/26/06	5-6pm News M-F	5-6pm		:30			NM	1	\$800
Week:		09/25/06	10/01/06	MT-----				1	\$800			
27	WTAE	09/25/06	09/26/06	M-Sun 11pm News	M-Su 11-11:35pm		1:00			NM	1	\$2,400
Week:		09/25/06	10/01/06	MT-----				1	\$2,400			
<b>Totals</b>											<b>32</b>	<b>\$29,525</b>

Time Period	# of Spots	Gross Dollars	Net Dollars
08/28/06 -09/24/06	12	\$11,475.00	\$9,763.75
09/25/06 -09/27/06	20	\$18,050.00	\$15,342.50
<b>Totals</b>	<b>32</b>	<b>\$29,525.00</b>	<b>\$25,096.25</b>

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# CONTRACT



WTAE-TV  
PITTSBURGH  
www.thepittsburghchannel.com

WTAE  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

Great American Media  
1010 Wisconsin Avenue NW  
Suite 800  
Washington, DC 20007

Contract / Revision	Alt. Order #
193519 /	07379672

Advertiser	Product	Est. #
Democratic Senatorial Ca	DSCC-2006-PA	

Contract Dates	Original Date / Revision
10/10/06-10/16/06	08/17/06 / 08/25/06

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash

Station	Account Executive	Sales Office
WTAE	Mary Tricoli	Eagle-Philadelph

Special Handling

IDB#	Advertiser Code	Product Code
	DSCC	

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
1	WTAE	10/10/06	10/13/06	5:30-6am News	5:30-6am		:30			NM	3	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-TW-F--				3	\$300			
2	WTAE	10/10/06	10/13/06	5-5:30am news	5-5:30am		:30			NM	3	\$600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-TW-F--				3	\$200			
3	WTAE	10/10/06	10/13/06	6-6:30am News	6-6:30am		:30			NM	3	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-TF--				3	\$500			
4	WTAE	10/10/06	10/13/06	Nightline	11:35pm-1205am		:30			NM	3	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-TF--				3	\$500			
5	WTAE	10/10/06	10/12/06	Good Morning America	7-9am		:30			NM	2	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$500			
6	WTAE	10/10/06	10/12/06	Live with Regis & Ke	9-10am		:30			NM	2	\$600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$300			
7	WTAE	10/10/06	10/12/06	WTAE Noon News	12-12:30pm		:30			NM	2	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$350			
E 8	WTAE	10/10/06	10/10/06	Access Hollywood	12:30-1pm		:30			NM	1	\$225
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-----				1	\$225			
9	WTAE	10/10/06	10/10/06	ABC Soaps Rotator	M-F 1-4pm		:30			NM	1	\$250
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-----				1	\$250			
10	WTAE	10/11/06	10/13/06	Dr. Phil, becomes Ra	10-11am		:30			NM	2	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	--W-F--				2	\$350			
11	WTAE	10/11/06	10/13/06	6-6:30pm News	6-6:30pm		:30			NM	2	\$1,800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	--W-F--				2	\$900			
12	WTAE	10/15/06	10/15/06	Action Sports Sunday	11:30pm-12Midnigl		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-----S				1	\$500			
13	WTAE	10/15/06	10/15/06	Alias Sunday late fr	12midnight-1am		:30			NM	1	\$200
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-----S				1	\$200			
14	WTAE	10/16/06	10/16/06	5:30-6am News	5:30-6am		:30			NM	1	\$300

(Line Transactions: N = New, E = Edited, D = Deleted)

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WTAE-TV  
PITTSBURGH  
thepittsburghchannel.com

WTAE  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

Contract / Revision 193519 / 1		Alt Order # 07379672
Advertiser Democratic Senatorial Ca	Product DSCC-2006-PA	Est. #
Contract Dates 10/10/06		Original Date / Revision 08/17/06 / 08/25/06

											Spots/		Totals	
Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$300					
15	WTAI	10/16/06	10/16/06	5-5:30am news	5-5:30am		:30			NM	1	\$200		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$200					
16	WTAI	10/16/06	10/16/06	6-6:30am News	6-6:30am		:30			NM	1	\$500		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$500					
17	WTAI	10/16/06	10/16/06	Good Morning America	7-9am		:30			NM	1	\$500		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$500					
18	WTAI	10/16/06	10/16/06	Live with Regis & Ke	9-10am		:30			NM	1	\$300		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$300					
19	WTAI	10/16/06	10/16/06	Dr. Phil, becomes Ra	10-11am		:30			NM	1	\$350		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$350					
20	WTAI	10/16/06	10/16/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$900		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$900					
21	WTAI	10/16/06	10/16/06	6-6:30pm News	6-6:30pm		:30			NM	1	\$500		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$900					
22	WTAI	10/16/06	10/16/06	Nightline	11:35pm-1205am		:30			NM	1	\$500		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/16/06	10/22/06	M-----				1	\$500					
Totals											35	\$14,375		

Time Period	# of Spots	Gross Dollars	Net Dollars
9/25/06 - 10/16/06	35	\$14,375.00	\$12,218.75
<b>Totals</b>	<b>35</b>	<b>\$14,375.00</b>	<b>\$12,218.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Line Transactions: N = New, E = Edited, D = Deleted)

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Agreement Between:



WTAE-TV  
PITTSBURGH  
pittsburghchannel.com

WTAE  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

BrabenderCox  
100 W Station Sq Drive  
Suite 315  
Pittsburgh, PA 15219

# CONTRACT

Print Date 9/14/2006 Page 1 of 2

<b>Contract / Revision</b> 201666 /		<b>Alt. Order #</b> 07385945
<b>Advertiser</b> Santorum, Rick/R/Senate	<b>Product</b> SANTORUM/SEN/R	<b>Est. #</b>
<b>Contract Dates</b> 09/18/06-09/24/06		<b>Original Date / Revision</b> 09/14/06 / 09/14/06
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTAE	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> Eagle-Philadelp
<b>Special Handling</b>		
<b>IDB#</b>	<b>Advertiser Code</b> SARI	<b>Product Code</b>

ie Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Totals	
										Spots	Dollars
WTAE	9/18/2006	9/22/2006	6-6:30am News	6-6:30am		:30			NM	2	\$1,000
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	9/18/2006	9/24/2006	MTWTF--				2	\$500			
WTAE	9/18/2006	9/22/2006	6:30-7am news	6:30-7am		:30			NM	3	\$1,500
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	9/18/2006	9/24/2006	MTWTF--				3	\$500			
WTAE	9/18/2006	9/22/2006	Good Morning America	7-8am		:30			NM	3	\$1,350
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	9/18/2006	9/24/2006	MTWTF--				3	\$450			
WTAE	9/18/2006	9/22/2006	Live with Regis & Ke	9-10am		:30			NM	2	\$900
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	9/18/2006	9/24/2006	MTWTF--								

**BOB CASEY**  
**U.S. SENATE**[www.bobcaseyforpa.com](http://www.bobcaseyforpa.com)

To:

Marc

From:

Josh

Fax:

Pages:

11

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Date:

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• Comments:

WPXI

Satter Voice

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Phone: 570-344-8509

Fax: 570-344-8510

## Pittsburgh:

PO Box 25311, Pittsburgh, PA 15220

Phone: 412-444-0171

Fax: 412-444-0178

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Paid for by the Bob Casey for Pennsylvania Committee





WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

*Public file copy*

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

WPXI

ADVERTISER ISS/DCCC		STATION/VARIANT WPXI-TV / PITTSBURGH	
PRODUCT ISS/DCCC 2006		SALES/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/31/06 - 11/07/06		CONTRACT NUMBER 05932 - 00006	
BILLING CALENDAR STANDARD BROADCAST		DATE 8/02/06 12:23P	
		PRINTED 1	

CL=N SUB=I RC= CC'S=157

UP - M04244769

SPOT SCHEDULE LINE	DAYS MTWTFSS	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	DATE SECT	REFERENCE DATE	HAZARDOUS	TOTAL UNITS	UNIT PRICE
1	....1.	1	** WPXI-TV **	30	11/04/06	14			1	300.00
2	.1.11..	3	630-1030A SAT AM NEWS	30	10/31/06 - 11/03/06	14			3	200.00
3	11.....	2	5A-530A CHANNEL 11 NEWS 5AM	30	11/06/06 - 11/07/06	14			2	200.00
4	11.....	2	530-6A CHANNEL 11 NEWS 530AM	30	11/06/06 - 11/07/06	14			2	325.00
5	.1.1.1..	3	1X/DAY 530-6A CHANNEL 11 NEWS 530AM	30	10/31/06 - 11/03/06	14			3	325.00
6	.1.....	1	1X/DAY 7-9A TODAY SHOW	30	10/31/06	14			1	550.00
7	..222..	6	7-9A TODAY SHOW	30	11/01/06 - 11/03/06	14			6	550.00
8	22.....	4	2X/DAY 7-9A TODAY SHOW	30	11/06/06 - 11/07/06	14			4	550.00
9	....1..	1	1230-1P.. FAMILY FEUD	30	11/03/06	14			1	250.00
10	1.....	1	10A-11A ELLEN DEGENERES	30	11/06/06	14			1	250.00
11	1.....	1	10A-11A ELLEN DEGENERES	30	10/31/06	14			1	250.00
12	1.....	1	9A-10A TODAY SHOW	30	11/06/06	14			1	300.00
13	....1..	1	9A-10A TODAY SHOW	30	11/03/06	14			1	300.00
14	.1.1..	2	12-1230P CHANNEL 11 NEWS AT NO	30	11/01/06 - 11/03/06	14			2	275.00
15	1.....	1	1X/DAY 12-1230P CHANNEL 11 NEWS AT NO	30	11/06/06	14			1	275.00
16	1.....	1	4-5P JUDGE JUDY	30	11/06/06	14			1	575.00

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agency/Sponsor:

(Signature)

CONFIRMATION

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. TERMS: NET 15 DAYS

STATION'S COPY MUST BE MAILED



WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DCCC		STATION/HOUSE WPXI-TV / PITTSBURGH	
PRODUCT ISS/DCCC 2006		SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/31/06 - 11/07/06		CONTRACT NUMBER 05932 - 00006	
BILLING CALENDAR STANDARD BROADCAST		DATE 8/02/06 12:23P	
CL-N SUB-I RC- CC'S=157		PAGE 2 CONTINUED	

SPOT SCHEDULE LINE	DAYS MTWTFSS	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	DATE BEG	MASSAGE REFERENCE DATE	TOTAL UNITS	UNIT PRICE
17	1111...	3	4-5P JUDGE JUDY	30	10/31/06 - 11/02/06	14		3	575.00
18	....1.	1	1X/DAY CH 11 NEWS	30	11/04/06	14		1	475.00
19	1111...	3	6-630P CHANNEL 11 NEWS FIRST	30	10/31/06 - 11/02/06	14		3	650.00
20	1.....	1	1X/DAY CHANNEL 11 NEWS FIRST	30	11/06/06	14		1	650.00
21	1.....	1	5-530P CHANNEL 11 NEWS FIRST	30	11/06/06	14		1	650.00
22	11.1..	3	530-6P CHANNEL 11 NEWS FIRST	30	10/31/06 - 11/03/06	14		3	650.00
23	1.1.1..	2	1X/DAY CH 11 NEWS	30	10/31/06 - 11/02/06	14		2	750.00
24	1.....	1	1X/DAY CH 11 NEWS	30	11/06/06	14		1	750.00
25	1.....	1	6-630P CH 11 NEWS	30	11/06/06	14		1	1100.00
26	1.11..	3	7-730P JEOPARDY	30	10/31/06 - 11/03/06	14		3	1100.00
27	..111..	3	1X/DAY WHEEL OF FORTUNE	30	11/01/06 - 11/03/06	14		3	1100.00
28	1.....	1	1X/DAY WHEEL OF FORTUNE	30	11/06/06	14		1	1100.00
29	....1..	1	8P-9P CROSSING JORDAN	30	11/03/06	14		1	3200.00
30	1111...	3	1135P-1237A TONIGHT SHOW	30	10/31/06 - 11/02/06	14		3	600.00
31	1.....	1	1X/DAY 1135P-1237A TONIGHT SHOW	30	11/06/06	14		1	600.00
			NOV 35775						

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRB...

Accepted for Agency/Sponsor:

(Signature)

CONFIRMATION

THANK YOU!

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WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DCCC		STATION/MARKET WPXI-TV / PITTSBURGH	
PRODUCT ISS/DCCC 2006		SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/17/06 - 10/23/06		CONTRACT NUMBER 05932 - 00004	
BILLING CALENDAR STANDARD BROADCAST		TYPE STANDARD	
CL=N SUB=I RC= CC'S=157		DATE 8/02/06	
		TIME 12:23P	
		PAGE 1	

UF- M04244767

SPOT SCHEDULE LINE	DAYS MTWTFSS	HOURS A-D	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE SEC	MAKEGOOD REFERENCE DATE	TOTAL UNITS	UNIT PRICE
1	....1.		1	** WPXI-TV **	30	10/21/06	14		1	300.00
2	..1.11.		3	630-1030A SAT AM NEWS	30	10/17/06 - 10/20/06	14		3	200.00
3	1.....		1	5A-530A CHANNEL 11 NEWS 5AM	30	10/23/06	14		1	200.00
4	1.....		1	5A-530A CHANNEL 11 NEWS 5AM	30	10/23/06	14		1	325.00
5	..1.1.		3	530-6A CHANNEL 11 NEWS 530AM	30	10/17/06 - 10/20/06	14		3	325.00
6	..1.....		1	7-9A TODAY SHOW	30	10/17/06	14		1	550.00
7	..222..		6	7-9A TODAY SHOW	30	10/18/06 - 10/20/06	14		6	550.00
8	2.....		2	7-9A TODAY SHOW	30	10/23/06	14		2	550.00
9	..1....		1	1230-1P FAMILY-FEUD	30	10/20/06	14		1	250.00
10	..1....		1	10A-11A ELLEN DEGENERES	30	10/17/06	14		1	250.00
11	..1....		1	10A-11A ELLEN DEGENERES	30	10/23/06	14		1	250.00
12	..1....		1	9A-10A TODAY SHOW	30	10/23/06	14		1	300.00
13	....1..		1	9A-10A TODAY SHOW	30	10/20/06	14		1	300.00
14	..1.1..		2	12-1230P CHANNEL 11 NEWS AT NO	30	10/18/06 - 10/20/06	14		2	275.00
15	1.....		1	12-1230P CHANNEL 11 NEWS AT NO	30	10/23/06	14		1	275.00
16	..111..		3	4-5P JUDGE JUDY	30	10/17/06 - 10/19/06	14		3	575.00
17	1.....		1	4-5P JUDGE JUDY	30	10/23/06	14		1	575.00

Prices listed represent programming and/or adjectives as declared at time of sale.

True protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agency/Advertiser:

(Signature)  
CONFIRMATION

(Date)

THANK YOU!

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WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DCCC		STATION/MARKET WPXI-TV / PITTSBURGH	
PRODUCT ISS/DCCC 2006		SALESREP/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/17/06 - 10/23/06		CONTRACT NUMBER 05932 - 00004	
BILLING CALENDAR STANDARD BROADCAST		DATE 8/02/06 12:23P	
TYPE STANDARD		PAGE 1	
NEW		PRINTED	

UP- M04244767

CL=N SUB=I RC= CC'S=157

APOT SCHEDULE LINE	DAYS MTWTFSS	SPOTS PER WEEK	CHGTS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE SPOT	DATE SEC	REFERENCE DAYS	TOTAL UNITS	UNIT PRICE
1	1	1	1	** WPXI-TV **	30	10/21/06	14	14		1	300.00
2	1	1	1	630-1030A SAT AM NEWS	30	10/17/06 - 10/20/06	14	14		3	200.00
3	1	1	1	5A-530A CHANNEL 11 NEWS 5AM	30	10/23/06	14	14		1	200.00
4	1	1	1	5A-530A CHANNEL 11 NEWS 5AM	30	10/23/06	14	14		1	325.00
5	1	1	1	530-6A CHANNEL 11 NEWS 530AM	30	10/17/06 - 10/20/06	14	14		3	325.00
6	1	1	1	530-6A CHANNEL 11 NEWS 530AM	30	10/17/06	14	14		1	550.00
7	1	1	1	7-9A TODAY SHOW	30	10/17/06 - 10/20/06	14	14		6	550.00
8	1	1	1	7-9A TODAY SHOW	30	10/18/06 - 10/20/06	14	14		2	550.00
9	1	1	1	7-9A TODAY SHOW	30	10/23/06	14	14		1	250.00
10	1	1	1	1230-1P FAMILY FEUD	30	10/20/06	14	14		1	250.00
11	1	1	1	10A-11A ELLEN DEGENERES	30	10/17/06	14	14		1	250.00
12	1	1	1	10A-11A ELLEN DEGENERES	30	10/23/06	14	14		1	300.00
13	1	1	1	9A-10A TODAY SHOW	30	10/23/06	14	14		1	300.00
14	1	1	1	9A-10A TODAY SHOW	30	10/20/06	14	14		2	275.00
15	1	1	1	12-1230P CHANNEL 11 NEWS AT NO	30	10/18/06 - 10/20/06	14	14		1	275.00
16	1	1	1	12-1230P CHANNEL 11 NEWS AT NO	30	10/23/06	14	14		3	575.00
17	1	1	1	4-5P JUDGE JUDY	30	10/17/06 - 10/19/06	14	14		1	575.00
				4-5P JUDGE JUDY	30	10/23/06	14	14			

Times listed represent programming and/or adjectives as declared at time of sale.

Little protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agency/Sponsor:

(Signature)

(Date)

CONFIRMATION

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station. TERMS: NET 15 DAYS



**WPXI-TV**  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DCCC		STATION/MARKET WPXI-TV / PITTSBURGH	
PRODUCT ISS/DCCC 2006		SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/17/06 - 10/23/06		CONTRACT NUMBER 05932 - 00004	
BILLING CALENDAR STANDARD BROADCAST		DATE 8/02/06 12:23P	
		PAGE 2	
		CONTINUED	

CL=N SUB=I RC= CC'S=157

SPOT SCHEDULE LINE	DAYS MTWTFSS	R SEC	DAYS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE SEC	HAZARD REFERENCE UNITS	TOTAL UNITS	UNIT PRICE
18	1.....		1	5-530P CHANNEL 11 NEWS FIRST	30	10/23/06	14		1	650.00
19	111....		3	5-530P CHANNEL 11 NEWS FIRST 1/day	30	10/17/06 - 10/19/06	14		3	650.00
20	11.1..		3	530-6P CHANNEL 11 NEWS FIRST 1/day	30	10/17/06 - 10/20/06	14		3	650.00
21	1.....		1	530-6P CHANNEL 11 NEWS FIRST	30	10/23/06	14		1	650.00
22	1.....		1	6-630P CH 11 NEWS	30	10/23/06	14		1	750.00
23	1.1...		2	6-630P CH 11 NEWS	30	10/17/06 - 10/19/06	14		2	750.00
24	1.11..		3	7-730P JEOPARDY 1/day	30	10/17/06 - 10/20/06	14		3	1100.00
25	1.....		1	7-730P JEOPARDY	30	10/23/06	14		1	1100.00
26	1.....		1	730-8P WHEEL OF FORTUNE	30	10/23/06	14		1	1100.00
27	111....		3	730-8P WHEEL OF FORTUNE 1/day	30	10/18/06 - 10/20/06	14		3	1100.00
28	.....		1	8P-9P CROSSING JORDAN	30	10/20/06	14		1	3200.00
29	111....		3	1135P-1237A TONIGHT SHOW 1/day	30	10/17/06 - 10/19/06	14		3	600.00
30	1.....		1	1135P-1237A TONIGHT SHOW	30	10/23/06	14		1	600.00
31	1.....		1	1237-136A LATE NIGHT	30	10/23/06	14		1	250.00
32	1.1...		2	1237-136A LATE NIGHT 1/day	30	10/18/06 - 10/20/06	14		2	250.00
OCT 34425										

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agency/Sponsor:

(Signature)  
CONFIRMATION

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. **TERMS: NET 15 DAYS**



WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DSCC		STATION/HALF WPXI-TV / PITTSBURGH		REPORT DATE 08/01/06
PRODUCT ISS/DSCC 2006-PA		SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON		
SCHEDULE DATES 10/10/06 - 10/16/06		AGENCY 612	CONTRACT NUMBER 06230 - 00001	
BIDDING CALENDAR		TYPE STANDARD	DATE 8/02/06 12:23P	PAGE 1
STANDARD BROADCAST		PRINTED UP- M04244773		

CL=N SUB=I RC= CC'S=157

SPOT SCHEDULE LINE	DAYS MTWTFSS	TIME R	UNITS PER WEEK	ORDER #	LENGTH	EFFECTIVE DATES	DATE SECT	REFERENCE DATE	TOTAL UNITS	UNIT PRICE
1	1.1.1.1.		3	** WPXI-TV **	30	10/10/06 - 10/13/06	14		3	200.00
2	1.1.1.1.		1	5A-530A CHANNEL 11 NEWS 5AM	30	10/16/06	14		1	200.00
3	1.1.1.1.		1	5A-530A CHANNEL 11 NEWS 5AM	30	10/16/06	14		1	325.00
4	1.1.1.1.		1	530-6A CHANNEL 11 NEWS 530AM	30	10/10/06 - 10/13/06	14		3	325.00
5	1.1.1.1.		3	530-6A CHANNEL 11 NEWS 530AM	30	10/10/06 - 10/12/06	14		3	550.00
6	1.1.1.1.		3	7-9A TODAY SHOW	30	10/16/06	14		1	550.00
7	1.1.1.1.		1	7-9A TODAY SHOW	30	10/13/06	14		1	250.00
8	1.1.1.1.		1	1230-1P FAMILY FEUD	30	10/10/06	14		1	250.00
9	1.1.1.1.		1	10A-11A ELLEN DEGENERES	30	10/16/06	14		1	300.00
10	1.1.1.1.		1	10A-11A ELLEN DEGENERES	30	10/16/06	14		1	300.00
11	1.1.1.1.		1	9A-10A TODAY SHOW	30	10/13/06	14		1	275.00
12	1.1.1.1.		2	9A-10A TODAY SHOW	30	10/11/06 - 10/13/06	14		2	275.00
13	1.1.1.1.		1	12-1230P CHANNEL 11 NEWS AT NO	30	10/16/06	14		1	575.00
14	1.1.1.1.		1	12-1230P CHANNEL 11 NEWS AT NO	30	10/16/06	14		1	575.00
15	1.1.1.1.		1	4-5P JUDGE JUDY	30	10/10/06 - 10/12/06	14		3	650.00
16	1.1.1.1.		3	4-5P JUDGE JUDY	30	10/10/06 - 10/12/06	14		3	650.00
17	1.1.1.1.		3	5-530P CHANNEL 11 NEWS FIRST	30	10/16/06	14		1	650.00
18	1.1.1.1.		1	5-530P CHANNEL 11 NEWS FIRST	30	10/16/06	14		1	650.00
19	1.1.1.1.		1	530-6P CHANNEL 11 NEWS FIRST	30	10/10/06 - 10/13/06	14		3	750.00
20	1.1.1.1.		3	530-6P CHANNEL 11 NEWS FIRST	30	10/10/06 - 10/12/06	14		2	750.00
21	1.1.1.1.		2	6-630P CH 11 NEWS	30	10/16/06	14		1	1100.00
22	1.1.1.1.		1	6-630P CH 11 NEWS	30	10/16/06	14		1	
			1	7-730P JEOPARDY	30	10/16/06	14		1	

Times listed represent programming and/or adjectives as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRS.

Accepted for Agent/Sponsor:

(Signature)

(Date)

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station.

TERMS: NET 15 DAYS

Service, shall not constitute payment to this station.



**WPXI-TV**  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER ISS/DSCC		STATION/MARKET WPXI-TV / PITTSBURGH	
PRODUCT ISS/DSCC 2006-PA		SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
SCHEDULE DATES 10/10/06 - 10/16/06		CONTRACT NUMBER 06230 - 00001	
BILLING CARRIER STANDARD BROADCAST		DATE 8/02/06 12:23P	
CL=N SUB=I RC= CC'S=157		PAGE 2	
ORDER#		UF- M04244773	

SPOT SCHEDULE LINE	DATE MTWTFSS	TIME R- ACT	UNITS PER SPOT	ORDER#	LENGTH	EFFECTIVE DATES	DATE BEG	TIME REF	UNIT PRICE
23	10/10/06	7-730P	2	JEOPARDY	30	10/10/06 - 10/12/06	14	2	1100.00
24	10/11/06	730-8P	3	WHEEL OF FORTUNE	30	10/11/06 - 10/13/06	14	3	1100.00
25	10/11/06	730-8P	1	WHEEL OF FORTUNE	30	10/16/06	14	1	1100.00
26	10/11/06	1135P-1237A	1	TONIGHT SHOW	30	10/16/06	14	1	600.00
27	10/11/06	1135P-1237A	3	TONIGHT SHOW	30	10/10/06 - 10/12/06	14	3	600.00
28	10/11/06	1237-136A	2	LATE NIGHT	30	10/11/06 - 10/13/06	14	2	250.00
29	10/11/06	1237-136A	1	LATE NIGHT	30	10/16/06	14	1	250.00
OCT 27075									
					GRAND TOTALS		49 UNITS	27,075.00	
							AGY COMM	4,061.25	
							NET		23,013.75

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agency/Sponsor

(Signature)

(Date)

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to Station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by Advertiser to Agency or to Service shall not constitute payment to this station. TERMS: NET 15 DAYS



WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

ADVERTISER  
ISS/DCCC

PRODUCT  
ISS/DCCC 2006

SCHEDULE DATES  
10/24/06 - 10/30/06

STATION/PRODUCT  
WPXI-TV / PITTSBURGH

SALESMAN/OFFICE  
MARIO JARAMILLO/1-18/110/WASHINGTON

CONTRACT NUMBER  
05932 - 00005

START DATE  
08/01/06

AGENCY  
612

TYPE  
STANDARD

DATES  
8/02/06 12:23P 1

UP - M04244768

CL=N SUB=I RC= CC'S=157

## ORDER

SPOT SCHEDULE LINE	DAYS MTWTFSS	SPOTS PER WEEK	UNITS PER WEEK	EFFECTIVE DATES	LENGTH	STATION/PRODUCT	DATE BEG	DATE END	REFERENCE DATE	TOTAL UNITS	UNIT PRICE
1	.....1.	1	1	** WPXI-TV **	30	630-1030A SAT AM NEWS	10/28/06	10/27/06	14	1	300.00
2	..1.11..	3	3	5A-530A CHANNEL 11 NEWS 5AM	30	5A-530A CHANNEL 11 NEWS 5AM	10/24/06	10/27/06	14	3	200.00
3	1.....	1	1	1/day	30	5A-530A CHANNEL 11 NEWS 5AM	10/30/06	10/30/06	14	1	200.00
4	1.....	1	1	5A-530A CHANNEL 11 NEWS 530AM	30	5A-530A CHANNEL 11 NEWS 530AM	10/30/06	10/30/06	14	1	325.00
5	..1.11..	3	3	530-6A CHANNEL 11 NEWS 530AM	30	530-6A CHANNEL 11 NEWS 530AM	10/24/06	10/27/06	14	3	325.00
6	1.....	1	1	1/day	30	7-9A TODAY SHOW	10/24/06	10/27/06	14	1	550.00
7	..222..	6	6	7-9A TODAY SHOW	30	7-9A TODAY SHOW	10/25/06	10/27/06	14	6	550.00
8	2.....	2	2	7-9A TODAY SHOW	30	7-9A TODAY SHOW	10/30/06	10/30/06	14	2	550.00
9	...1...	1	1	1230-1P FAMILY FEUD	30	1230-1P FAMILY FEUD	10/27/06	10/27/06	14	1	250.00
10	1.....	1	1	10A-11A ELLEN DEGENERES	30	10A-11A ELLEN DEGENERES	10/24/06	10/24/06	14	1	250.00
11	1.....	1	1	10A-11A ELLEN DEGENERES	30	10A-11A ELLEN DEGENERES	10/30/06	10/30/06	14	1	300.00
12	1.....	1	1	9A-10A TODAY SHOW	30	9A-10A TODAY SHOW	10/30/06	10/30/06	14	1	300.00
13	...1...	1	1	9A-10A TODAY SHOW	30	9A-10A TODAY SHOW	10/27/06	10/27/06	14	2	275.00
14	..1.11..	2	2	12-1230P CHANNEL 11 NEWS AT NO	30	12-1230P CHANNEL 11 NEWS AT NO	10/25/06	10/27/06	14	1	275.00
15	1.....	1	1	12-1230P CHANNEL 11 NEWS AT NO	30	12-1230P CHANNEL 11 NEWS AT NO	10/30/06	10/30/06	14	1	575.00
16	1.....	1	1	4-5P JUDGE JUDY	30	4-5P JUDGE JUDY	10/30/06	10/30/06	14	1	575.00
17	..1.11..	3	3	4-5P JUDGE JUDY	30	4-5P JUDGE JUDY	10/24/06	10/26/06	14	3	575.00

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SROs

Accepted for Agency/Sponsor:

(Signature) (Date)

THANK YOU!

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Public file copy





WPXI-TV  
11 Television Hill  
Pittsburgh, PA 15214  
Phone: (412) 237-1132  
Fax: (412) 237-4975

# CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE  
WASHINGTON DC 20007

KRISTEN KEULEMAN

STATION/PAKET WPXI-TV / PITTSBURGH		INPUT DATE 08/01/06
ADVERTISER ISS/DCCC	SALESMAN/OFFICE MARIO JARAMILLO/1-18/110/WASHINGTON	
PRODUCT ISS/DCCC 2006	AGENCY 612	CONTRACT NUMBER 05932 - 00005
SCHEDULE DATES 10/24/06 - 10/30/06	TYPE STANDARD	DATE 8/02/06 12:23P
BILLING CALENDAR STANDARD BROADCAST	NEW	PAGE 2
CL=N SUB=I RC= CC'S=157		

SPOT SCHEDULE LINE	DAYS MTWTFSS	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	DATE SECT	REFERENCE DATE	TOTAL UNITS	UNIT PRICE
18	.111...	3	5-530P CHANNEL 11 NEWS FIRST	30	10/24/06 - 10/26/06	14		3	650.00
19	1.....	1	1/day	30	10/30/06	14		1	650.00
20	1.....	1	5-530P CHANNEL 11 NEWS FIRST	30	10/30/06	14		1	650.00
21	.11.1..	3	530-6P CHANNEL 11 NEWS FIRST	30	10/24/06 - 10/27/06	14		3	650.00
22	.1.1..	2	1/day	30	10/24/06 - 10/26/06	14		2	750.00
23	1.....	1	6-630P CH 11 NEWS	30	10/30/06	14		1	750.00
24	1.....	1	7-730P JEOPARDY	30	10/30/06	14		1	1100.00
25	.1.1..	3	7-730P JEOPARDY	30	10/24/06 - 10/27/06	14		3	1100.00
26	.111..	3	1/day	30	10/25/06 - 10/27/06	14		3	1100.00
27	1.....	1	730-8P WHEEL OF FORTUNE	30	10/30/06	14		1	1100.00
28	.....1.	1	8P-9P DATELINE	30	10/28/06	14		1	1500.00
29	.111..	3	1135P-1237A TONIGHT SHOW	30	10/24/06 - 10/26/06	14		3	600.00
30	1.....	1	1/day	30	10/30/06	14		1	600.00
31	1.....	1	1135P-1237A TONIGHT SHOW	30	10/30/06	14		1	250.00
32	.1.1..	2	1217-136A LATE NIGHT	30	10/25/06 - 10/27/06	14		2	250.00
			1/day						
			OCT 24600 NOV		8125				

Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRDs.

Accepted for Agency/Spencer:

(Signature) \_\_\_\_\_ (Date)

THANK YOU!

We appreciate your business.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. TERMS: NET 15 DAYS

קט:טב:ט

FAX# 215-564-1103

REP: TEL# 215-564-1206  
CREDIT ADVISORY: BOTH  
ORDER WORKSHEET

SEP20/06 13:11  
\*+\* WPXI-TV

P HEADLINE# 4273631  
 \* ORIGINAL ORDER (REV#0) \*\*  
 ADV # XX ADV. NAME ISSUE ADVERTISING  
 AGY # 1713 AGY. NAME MENTZER MEDIA SERVICES, INC.  
 SALES PRSN PH- JAKE MAZE  
 BUYER NAME ELISE CLOYD  
 REP. # OFF. # XX  
 SALESMAN

600 FARM	CLASS: NATL.	LOCAL	REGIONAL
TOWSON, MD 21286			

ORDER # \_\_\_\_\_ CONTRACT # 4273631 \_\_\_\_\_  
DATE: / / TIME: ORDER, INVOICE)

[illegible]

FLIGHT DATES	SEP21/06	SEP21/06	CO-OP BILLING NEEDED
		STATE TAX	

CP: TO MARYBETH  
FR CHUCK FOR JAKE  
NEW ORDER  
TTL \$16650 SPTS 11  
PLS CFM THX 9/20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE -												
AGENCY PRODUCT CODE -												
AGENCY EST# - 489												
1			700A-900A	60		\$1,100.00	9/22	9/22	1		FRI	1
CON COM1: TODAY SHOW												
2			400P-500P	60		\$1,250.00	9/22	9/22	1		FRI	1
CON COM1: JUDGE JUDY												
3			400P-500P	30		\$625.00	9/21	9/21	1		THU	1
CON COM1: JUDGE JUDY												
4			700P-730P	60		\$2,500.00	9/21	9/21	1		THU	1
CON COM1: JEP												
5			730P-800P	60		\$2,500.00	9/22	9/22	1		FRI	1
CON COM1: WHEEL												
6			700A-900A	30		\$550.00	9/26	9/26	1		TUE	1
CON COM1: TODAY SHOW												

REP: TEL# 215-564-1206 FAX# 215-564-1103  
CREDIT ADVISORY: BOTH ADV/AGY CREDIT RISK !!!  
ORDER WORKSHEET

SEP20/06 13:11  
\*\*\* WPXI-TV \*\*\*

HEADLINE# 4273631  
ORIGINAL ORDER (REV#0) \*\*\*

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
7		400P-500P	60		\$1,250.00	9/25	9/25	1		MON	1
CON COM1: JUDGE JUDY											
8		400P-500P	60		\$1,250.00	9/27	9/27	1		WED	1
CON COM1: JUDGE JUDY											
9		400P-500P	30		\$625.00	9/26	9/26	1		TUE	1
CON COM1: JUDGE JUDY											
10		700P-730P	60		\$2,500.00	9/25	9/25	1		MON	1
CON COM1: JEP											
11		730P-800P	60		\$2,500.00	9/26	9/26	1		TUE	1
CON COM1: WHEEL											
P/06		\$7,975.00	OCT/06		\$8,675.00						
										CONTRACT TOTAL	16650.00
										TOTAL SPOTS	11

MARKET TOTALS \$57,414 WPXI 29% KDKA 41% WTAE 30% WPGH 0% WPMY 0% CABL 0% WPCW 0%

C- NSI  
MOS- RTG

# CONTRACT



**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

WTAE-TV  
PITTSBURGH  
www.thepittsburghchannel.com

<b>Contract / Revision</b> 203663 / 1		<b>Alt. Order #</b> 07387303
<b>Advertiser</b> Softer Voices	<b>Product</b> SOFTER VOICES/R	<b>Est. #</b>
<b>Contract Dates</b> 09/21/06-09/27/06		<b>Original Date / Revision</b> 09/20/06 / 09/20/06
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTAE	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> Eagle-Philadelp
<b>Special Handling</b>		
<b>IDB#</b> 1021	<b>Advertiser Code</b> 6067	<b>Product Code</b>

Mentzer Media Services  
600 Fairmont Ave, Suite 306  
Towson, MD 21286

*9/20/06*  
*not yet approved*  
*being reviewed by*  
*our lawyers.*  
*poli*

*412-244-4669*  
*Pauline*  
*AKKIS*

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Totals	
											Spots	Dollars
1	WTAE	09/22/06	09/22/06	6-6:30am News	6-6:30am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$500			
2	WTAE	09/22/06	09/22/06	6:30-7am news	6:30-7am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$500			
3	WTAE	09/22/06	09/22/06	Good Morning America	7-9am		:30			NM	1	\$475
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$475			
4	WTAE	09/22/06	09/22/06	Live with Regis & Ke	9-10am		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$350			
5	WTAE	09/22/06	09/22/06	Rachel Ray	10-11am		:30			NM	1	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$700			
6	WTAE	09/22/06	09/22/06	The View	11am-noon		:30			NM	1	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$700			
7	WTAE	09/22/06	09/22/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$550
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$550			
8	WTAE	09/22/06	09/22/06	Oprah	4-5pm		:30			NM	1	\$1,800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$1,800			
9	WTAE	09/22/06	09/22/06	Oprah	4-5pm		:30			NM	1	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	----F--				1	\$900			
10	WTAE	09/21/06	09/22/06	5-5:30pm News	5-5:30pm M-F		:30			NM	1	\$1,600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	---TF--				1	\$1,600			
11	WTAE	09/24/06	09/24/06	M-Sun 11pm News	M-Su 11-11:35pm		:30			NM	1	\$2,400
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	-----S				1	\$2,400			
12	WTAE	09/24/06	09/24/06	This Week With Georg	10:30-11:30am		:30			NM	1	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/06	09/24/06	-----S				1	\$1,000			
13	WTAE	09/25/06	09/27/06	6-6:30am News	6-6:30am		:30			NM	1	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MTW----				1	\$1,000			
14	WTAE	09/25/06	09/26/06	6:30-7am news	6:30-7am		:30			NM	2	\$2,000

(Line Transactions: N = New, E = Edited, D = Deleted)

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**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

<u>Contract / Revision</u>	<u>Alt. Order #</u>
203663 /	07387303

<u>Advertiser</u>	<u>Product</u>	<u>Est. #</u>
Softer Voices	SOFTER VOICES/R	

<u>Contract Dates</u>	<u>Original Date / Revision</u>
09/21/06	09/20/06 / 09/20/06

											Totals	
Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				2	\$1,000			
15	WTAI	09/25/06	09/27/06	6:30-7am news	6:30-7am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MTW----				1	\$500			
16	WTAI	09/25/06	09/27/06	Good Morning America	7-9am		1:00			NM	2	\$1,900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	M-W----				2	\$950			
17	WTAI	09/26/06	09/26/06	Good Morning America	7-9am		:30			NM	1	\$475
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	-T-----				1	\$475			
18	WTAI	09/25/06	09/26/06	Live with Regis & Ka	9-10am		1:00			NM	1	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				1	\$700			
19	WTAI	09/25/06	09/26/06	Rachel Ray	10-11am		1:00			NM	2	\$1,400
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				2	\$700			
20	WTAI	09/27/06	09/27/06	Rachel Ray	10-11am		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	--W----				1	\$350			
21	WTAI	09/25/06	09/27/06	The View	11am-noon		1:00			NM	2	\$1,400
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	M-W----				2	\$700			
22	WTAI	09/26/06	09/26/06	The View	11am-noon		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	-T-----				1	\$350			
23	WTAI	09/25/06	09/26/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$275
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				1	\$275			
24	WTAI	09/26/06	09/27/06	Oprah	4-5pm		1:00			NM	2	\$3,600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	-TW----				2	\$1,800			
25	WTAI	09/25/06	09/25/06	Oprah	4-5pm		:30			NM	1	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	M-----				1	\$900			
26	WTAI	09/25/06	09/26/06	5-6pm News M-F	5-6pm		:30			NM	1	\$800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				1	\$800			
27	WTAI	09/25/06	09/28/06	M-Sun 11pm News	M-Su 11-11:35pm		1:00			NM	1	\$2,400
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/06	10/01/06	MT-----				1	\$2,400			
Totals											32	\$29,525

Time Period	# of Spots	Gross Dollars	Net Dollars
08/28/06 -09/24/06	12	\$11,475.00	\$9,753.75
09/25/06 -09/27/06	20	\$18,050.00	\$15,342.50
<b>Totals</b>	<b>32</b>	<b>\$29,525.00</b>	<b>\$25,096.25</b>

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CONTRACT



WTAE  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

Contract / Revision 193519 /		Alt. Order # 07379672
Advertiser Democratic Senatorial Ca	Product DSCC-2006-PA	Est. #
Contract Dates 10/10/06-10/16/06		Original Date / Revision 08/17/06 / 08/25/06
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTAE	Account Executive Mary Tricoli	Sales Office Eagle-Philadelph
Special Handling		
IDB#	Advertiser Code DSCC	Product Code

Great American Media  
1010 Wisconsin Avenue N W  
Suite 800  
Washington, DC 20007

										Totals		
Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
1	WTAI	10/10/06	10/13/06	5:30-6am News	5:30-6am		:30			NM	3	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-TW-F--				3	\$300			
2	WTAI	10/10/06	10/13/06	5-5:30am news	5-5:30am		:30			NM	3	\$600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-TW-F--				3	\$200			
3	WTAI	10/10/06	10/13/06	6-6:30am News	6-6:30am		:30			NM	3	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-TF--				3	\$500			
4	WTAI	10/10/06	10/13/06	Nightline	11:35pm-1205am		:30			NM	3	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-TF--				3	\$500			
5	WTAI	10/10/06	10/12/06	Good Morning America	7-9am		:30			NM	2	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$500			
6	WTAI	10/10/06	10/12/06	Live with Regis & Ke	9-10am		:30			NM	2	\$600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$300			
7	WTAI	10/10/06	10/12/06	WTAE Noon News	12-12:30pm		:30			NM	2	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-T---				2	\$350			
8	WTAI	10/10/06	10/10/06	Access Hollywood	12:30-1pm		:30			NM	1	\$225
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-----				1	\$225			
9	WTAI	10/10/06	10/10/06	ABC Soaps Rotator	M-F 1-4pm		:30			NM	1	\$250
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-T-----				1	\$250			
10	WTAI	10/11/06	10/13/06	Dr. Phil, becomes Ra	10-11am		:30			NM	2	\$700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	--W-F--				2	\$350			
11	WTAI	10/11/06	10/13/06	6-6:30pm News	6-6:30pm		:30			NM	2	\$1,800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	--W-F--				2	\$900			
12	WTAI	10/15/06	10/15/06	Action Sports Sunday	11:30pm-12Midnigl		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-----S				1	\$500			
13	WTAI	10/15/06	10/15/06	Alias Sunday late fr	12midnight-1am		:30			NM	1	\$200
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/06	10/15/06	-----S				1	\$200			
14	WTAI	10/16/06	10/16/06	5:30-6am News	5:30-6am		:30			NM	1	\$300

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**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

<u>Contract / Revision</u>	<u>Alt. Order #</u>
193519 /	07379872

<u>Advertiser</u>	<u>Product</u>	<u>Est. #</u>
Democratic Senatorial Ca	DSCC-2006-PA	

<u>Contract Dates</u>	<u>Original Date / Revision</u>
10/10/06	08/17/06 / 08/25/06

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$300			
15	WTAE	10/16/06	10/16/06	5-5:30am news	5-5:30am		:30			NM	1	\$200
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$200			
16	WTAE	10/16/06	10/16/06	6-6:30am News	6-6:30am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$500			
17	WTAE	10/16/06	10/16/06	Good Morning America	7-9am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$500			
18	WTAE	10/16/06	10/16/06	Live with Regis & K	9-10am		:30			NM	1	\$300
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$300			
19	WTAE	10/16/06	10/16/06	Dr. Phil, becomes Ra	10-11am		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$350			
20	WTAE	10/16/06	10/16/06	WTAE Noon News	12-12:30pm		:30			NM	1	\$350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$350			
21	WTAE	10/16/06	10/16/06	6-6:30pm News	6-6:30pm		:30			NM	1	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$900			
22	WTAE	10/16/06	10/16/06	Nightline	11:35pm-1205am		:30			NM	1	\$500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/06	10/22/06	M-----				1	\$500			
<b>Totals</b>											<b>35</b>	<b>\$14,375</b>

Time Period	# of Spots	Gross Dollars	Net Dollars
09/25/06 -10/16/06	35	\$14,375.00	\$12,218.75
<b>Totals</b>	<b>35</b>	<b>\$14,375.00</b>	<b>\$12,218.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Line Transactions: N = New, E = Edited, D = Deleted)

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# CONTRACT



**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

www.thepittsburghchannel.com

and:

**BrabenderCox**  
100 W Station Sq Drive  
Suite 315  
Pittsburgh, PA 15219

<b>Contract / Revision</b> 201666 /		<b>Alt. Order #</b> 07385945
<b>Advertiser</b> Santorium, Rick/R/Senate	<b>Product</b> SANTORIUM/SEN/R	<b>Est. #</b>
<b>Contract Dates</b> 09/18/06-09/24/06		<b>Original Date / Revision</b> 09/14/06 / 09/14/06
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTAE	<b>Account Executive</b> Mary Tricoll	<b>Sales Office</b> Eagle-Philadelphi
<b>Special Handling</b>		
<b>IDB#</b>	<b>Advertiser Code</b> SARI	<b>Product Code</b>

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Totals	
											Spots	Dollars
E 1	WTAE	9/18/2006	9/22/2006	6-6:30am News	6-6:30am		:30			NM	2	\$1,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$500			
E 2	WTAE	9/18/2006	9/22/2006	6:30-7am news	6:30-7am		:30			NM	3	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				3	\$500			
E 3	WTAE	9/18/2006	9/22/2006	Good Morning America	7-8am		:30			NM	3	\$1,350
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				3	\$450			
E 4	WTAE	9/18/2006	9/22/2006	Live with Regis & Ke	9-10am		:30			NM	2	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$450			
E 5	WTAE	9/18/2006	9/22/2006	WTAE Noon News	12-12:30pm		:30			NM	2	\$900
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$450			
E 6	WTAE	9/18/2006	9/22/2006	5-5:30pm News	5-5:30pm M-F		:30			NM	3	\$2,700
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				3	\$900			
E 7	WTAE	9/18/2006	9/22/2006	5:30-6pm News	5:30-6pm M-F		:30			NM	2	\$1,800
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$900			
E 8	WTAE	9/18/2006	9/22/2006	6-6:30pm News	6-6:30pm		:30			NM	2	\$2,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$1,000			
E 9	WTAE	9/18/2006	9/22/2006	Nightline	11:35pm-1205am		:30			NM	2	\$1,100
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTF--				2	\$550			
E 10	WTAE	9/18/2006	9/24/2006	M-Sun 11pm News	M-Su 11-11:35pm		:30			NM	4	\$5,600
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	MTWTFSS				4	\$1,400			
E 11	WTAE	9/18/2006	9/18/2006	Steelers Prime Time	Steelers Prime		:30			NM	1	\$2,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	M-----				1	\$2,000			
E 12	WTAE	9/18/2006	9/18/2006	Steelers Prime Footb	8:30pm - 11:30pm		:30			NM	1	\$17,000
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	M-----				1	\$17,000			
E 13	WTAE	9/23/2006	9/23/2006	ABC College Football	330pm-7pm PSU v		:30			NM	1	\$1,500
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		9/18/2006	9/24/2006	-----S-				1	\$1,500			
<b>Totals</b>											<b>28</b>	<b>\$39,350</b>

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.





**WTAE**  
400 Ardmore Blvd.  
Pittsburgh, PA 15221  
(412) 242-4300

**WTAE-TV**  
PITTSBURGH  
www.thepittsburghchannel.com

<u>Contract / Revision</u>	<u>Alt. Order #</u>
201666 /	07385945

<u>Advertiser</u>	<u>Product</u>	<u>Est. #</u>
Santorum, Rick/R/Senate	SANTORUM/SENR	

<u>Contract Dates</u>	<u>Original Date / Revision</u>
9/18/2006	09/14/06 / 09/14/06

Line	Ch	Start Date	End Date	Description	Start/End Time	Weekdays	Length	Spots/Week	Rate	Type	Spots	Dollars
------	----	------------	----------	-------------	----------------	----------	--------	------------	------	------	-------	---------

Time Period	# of Spots	Gross Dollars	Net Dollars
08/28/06 -09/24/06	28	\$39,350.00	\$33,447.50
<b>Totals</b>	<b>28</b>	<b>\$39,350.00</b>	<b>\$33,447.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Line Transactions: N = New, E = Edited, D = Deleted)

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TELEVISION STATIONS



AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEWAY CENTER, PITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV.  
1201-26465-2  
DATE PRINTED  
7/26/06

PAGE 1

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)	
GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007		DEMOCRATIC SENATORIAL CAMPAIGN 120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCT: D8CC.	
CONTACT: LONNIE STETZ		PRODUCT CODE: 1310	
AGENCY EST. NO.			

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

BROADCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06 NO. WEEKS: 2										TOTAL BOGST.	UNIT RATE	TOTAL VALUE(1)
LINE	DAYS	SPOTS PWK	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS						
1	11110..	3	05:00A 05:58A	30S	10/31/06-11/02/06 11/06/06-11/06/06	THIS MORNING 5-6AM	4	170.00	680.00			
2	21122..	7	07:00A 09:00A	30S	10/31/06-11/03/06 11/06/06-11/06/06	THE EARLY SHOW	8	215.00	1935.00			
3	11110..	3	05:58A 07:00A	30S	10/31/06-11/02/06 11/06/06-11/06/06	THIS MORNING 6-7AM	4	350.00	1400.00			
4	111.1..	3	09:30A 10:00A	30S	10/31/06-11/03/06 11/06/06-11/06/06		4	115.00	460.00			
5	11.1...	3	09:00A 09:30A	30S	10/31/06-11/02/06 11/06/06-11/06/06		3	115.00	345.00			
6	10101..	2	11:58A 12:30P	30S	11/01/06-11/03/06 11/06/06-11/06/06	NOON NEWS	3	450.00	1350.00			
7	10101..	3	10:57A 11:57A	30S	11/01/06-11/03/06 11/06/06-11/06/06	PRICE IS RIGHT	3	385.00	1155.00			
8	Su	1	08:58A 10:28A	30S	11/05/06-11/05/06	CBS SUN MORN	1	325.00	325.00			
9	10010..	1	12:30P 04:00P	30S	11/03/06-11/06/06	CBS SOAPS	2	340.00	680.00			
10	11101..	3	04:30P 05:00P	30S	10/31/06-11/03/06 11/06/06-11/06/06	430-5PM NEWS	4	375.00	1500.00			
11	10111..	3	04:30P 04:30P	30S	11/01/06-11/03/06	4-430PM NEWS	4	375.00	1500.00			

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Concerns on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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BS TELEVISION  
STATIONS

AGREEMENT MADE BETWEEN

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.

1201-26465-2

DATE PRINTED

7/26/06

PAGE 2

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)	
ME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN	
ID	1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE	
	SUITE 800	WASHINGTON DC 20002	
ADDRESS	WASHINGTON DC 20007	USA	
CONTACT		PRODUCT/DSCC.	
LOCAL PERSON	LORRIE STITZ	AGENCY EST. NO.	PRODUCT 1310
			CODE

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

ADDITIONAL  
PERSONS

ROADCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06 NO. WEEKS: 2

ITEM	DAYS	SPOTS FWK.	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
		1			11/06/06-11/06/06				
12	11101..	3	02:57P	03:57P	30S	10/31/06-11/03/06 11/06/06-11/06/06	4	400.00	1600.00
14	11011..	3	05:30P	06:00P	30S	10/31/06-11/03/06 11/06/06-11/06/06	4	625.00	2500.00
15	10111..	3	05:00P	05:30P	30S	11/01/06-11/03/06 11/06/06-11/06/06	4	625.00	2500.00
16	11111..	4	06:30P	07:00P	30S	10/31/06-11/03/06 11/06/06-11/06/06	5	850.00	4250.00
17	11111..	4	05:58P	06:30P	30S	10/31/06-11/03/06 11/06/06-11/06/06	5	850.00	4250.00
18	11110..	3	07:30P	07:57P	30S	10/31/06-11/02/06 11/06/06-11/06/06	4	575.00	2300.00
19	.....1.	1	07:30P	07:57P	30S	11/04/06-11/04/06	1	375.00	375.00
20	Sa	1	10:00P	11:00P	30S	11/04/06-11/04/06	1	1100.00	1100.00
21	.....1.	1	09:00P	10:00P	30S	11/04/06-11/04/06	1	1200.00	1200.00
22	Sa	1	09:00P	10:00P	30S	11/04/06-11/04/06	1	1000.00	1000.00
23	.....1	1	08:00P	09:00P	30S	11/05/06-11/05/06	1	3500.00	3500.00
24	Th	1	10:00P	11:00P	30S	11/02/06-11/02/06	1	4400.00	4400.00
25	.....1	1	09:00P	10:00P	30S	11/05/06-11/05/06	1	3500.00	3500.00

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BS TELEVISION STATIONS



AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.  
1201-26465-2  
DATE PRINTED  
7/26/06

PAGE 3

2 AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN	
ID	1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE	
ADDRESS	SUITE 800	WASHINGTON	DC 20002
	WASHINGTON DC 20007	USA	
CONTACT		PRODUCT/DSCC.	
LOCAL PERSON	LORRIE STITE	AGENCY EST. NO.	PRODUCT CODE 1310

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

ROADCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06 NO. WEEKS: 2

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL DDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
26	Su	1	06:58P	08:00P	30S	11/05/06-11/05/06	60 MINUTES	1	4000.00	4000.00
27	F	1	10:00P	11:00P	30S	11/03/06-11/03/06	NUMB3RS	1	4000.00	4000.00
28	Th	1	08:58P	10:00P	30S	11/02/06-11/02/06	C.S.I.	1	8500.00	8500.00
29	1010100	2	11:00P	11:35P	30S	11/01/06-11/03/06 11/06/06-11/06/06	11PM NEWS	3	1400.00	4200.00
30	Sa	1	11:35P	12:05A	30S	11/04/06-11/04/06	STEELERS PLAYER SHOW	1	400.00	400.00
31	Sa	1	11:05A	01:05A	30S	11/04/06-11/04/06	C.S.I.	1	250.00	250.00
32	Su	1	11:35P	12:05A	30S	11/05/06-11/05/06	81 COCHRAN SUNDAY SPORTS	1	500.00	500.00
33	10101..	2	11:35P	12:37A	30S	11/01/06-11/03/06 11/06/06-11/06/06	11:35P-12:37A - LETTERMAN	3	750.00	2250.00
34	Su	1	12:57P	07:00P	30S	11/05/06-11/05/06	STEELERS REGULAR SEASON	1	23800.00	23800.00
35	T	1	05:00A	05:58A	30S	11/07/06-11/07/06	THIS MORNING 5-6AM	1	170.00	170.00
36	T	2	07:00A	09:00A	30S	11/07/06-11/07/06	THE EARLY SHOW	2	215.00	430.00
37	T	1	05:58A	07:00A	30S	11/07/06-11/07/06	THIS MORNING 6-7AM	1	350.00	350.00
38	T	1	09:30A	10:00A	30S	11/07/06-11/07/06		1	115.00	115.00
39	T	1	09:00A	09:30A	30S	11/07/06-11/07/06		1	115.00	115.00
40	T	1	11:58A	12:30P	30S	11/07/06-11/07/06	NOON NEWS	1	450.00	450.00

(1) Less Agency commission of 15% except on Four-Commissionable Announcements. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except (a) commission will be allowed as Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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## 35 TELEVISION STATIONS



**AGREEMENT MADE BETWEEN**

**KDKA-TV**

**CONTRACT NO. REV.**

**1201-26465-2**

DATE PRINTED

7/26/06

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

**KDKA-TV**

**PAGE 4**

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
ME D DRESS CONTACT	GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007 USA	DEMOCRATIC SENATORIAL CAMPAIGN 120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCTSDCC.		
CAL RESPERSON	LONNIE STETZ	AGENCY EST. NO.	PRODUCT 1310 CODE	
ADDITIONAL RESPERSON				

RODCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06	NO. WEEKS:	2
---	------------	---

RODCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06 NO. WEEKS: 2										
EM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(!!)
			FROM	TO						
							Total Contract:	94		93335.00
Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Conditions of sale on the reverse of this page and any attachments hereto are an integral part of this contract.										

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**ACCEPTED BY AGENCY**

AS AGENT FOR (ADVERTISER)

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BS TELEVISION STATIONS



AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEWAY CENTER, PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.  
1201-26463-2  
DATE PRINTED  
7/26/06

PAGE 1

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)	
GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007		DEMOCRATIC SENATORIAL CAMPAIGN 120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCT: DSCC.	
CONTACT: LONNIE STETZ		PRODUCT CODE: 1310	
AGENCY EST. NO.			

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

ROADCAST SCHEDULE STARTING 10/24/06 AND ENDING 10/30/06 NO. WEEKS: 1										
ITEM	DAYS	SPOTS FWK.	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BOCST.	UNIT RATE	TOTAL VALUE(1)	
1	11110..	3	05:00A 05:58A	30S	10/24/06-10/26/06 10/30/06-10/30/06	THIS MORNING 5-6AM	4	170.00	680.00	
2	21222..	7	07:00A 09:00A	30S	10/24/06-10/27/06 10/30/06-10/30/06	THE EARLY SHOW	9	215.00	1935.00	
3	11110..	3	05:58A 07:00A	30S	10/24/06-10/26/06 10/30/06-10/30/06	THIS MORNING 6-7AM	4	350.00	1400.00	
4	111.1..	3	09:30A 10:00A	30S	10/24/06-10/27/06 10/30/06-10/30/06		4	115.00	460.00	
5	11.1...	2	09:00A 09:30A	30S	10/24/06-10/26/06 10/30/06-10/30/06		3	115.00	345.00	
6	10101..	2	11:58A 12:30P	30S	10/25/06-10/27/06 10/30/06-10/30/06	NOON NEWS	3	450.00	1350.00	
7	10101..	2	10:57A 11:57A	30S	10/25/06-10/27/06 10/30/06-10/30/06	PRICE IS RIGHT	3	385.00	1155.00	
8	Su	1	06:58A 10:28A	36S	10/29/06-10/29/06	CBS SUN MORN	1	325.00	325.00	
9	10010..	1	12:30P 04:00P	30S	10/26/06-10/30/06	CBS SOAPS	2	340.00	680.00	
10	11101..	3	04:30P 05:00P	30S	10/24/06-10/27/06 10/30/06-10/30/06	430-5PM NEWS	4	375.00	1500.00	
11	10111..	3	04:00P 04:30P	30S	10/25/06-10/27/06	4-430PM NEWS	4	375.00	1500.00	

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35 TELEVISION  
STATIONS

AGREEMENT MADE BETWEEN

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

P. 7  
CONTRACT NO. REV.  
1201-26463-2  
DATE PRINTED  
7/26/06

PAGE 2

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)	
ME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN	
D	1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE	
DRESS	SUITE 800	WASHINGTON, DC 20002	
	WASHINGTON DC 20007	USA	
	USA	PRODUCT/DSCC.	
CONTACT		PRODUCT	1310
CAL	LONNIE STETZ	CODE	
RESPERSON	AGENCY EST. NO.		

Cancellation Notice

Required

Announcement 28 days

prior notice

ADDITIONAL  
RESPERSON

BROADCAST SCHEDULE STARTING 10/24/06 AND ENDING 10/30/06 NO. WEEKS: 1

LN	DAYS	SPOTS PWK.	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
12	11101..	3	02:57P	30S	10/24/06-10/27/06	DR. PHIL	4	400.00	1600.00
13	60 NEWS 6P-7P.	1	06:30P	30S	10/29/06-10/29/06	SA/SU EARLY NEWS	1	500.00	500.00
14	11111..	4	05:30P	30S	10/24/06-10/27/06	530-6PM NEWS	5	625.00	3125.00
15	11111..	4	05:00P	30S	10/24/06-10/27/06	5-530PM NEWS	5	625.00	3125.00
16	11111..	4	06:30P	30S	10/24/06-10/27/06	M-F 630PM NEWS	5	850.00	4250.00
17	11111..	4	05:58P	30S	10/24/06-10/27/06	M-F 6PM NEWS	5	850.00	4250.00
18	11110..	3	07:30P	30S	10/24/06-10/26/06	THE INSIDER	4	575.00	2300.00
19	.....1.	1	07:30P	30S	10/28/06-10/28/06	THE INSIDER	1	375.00	375.00
20	6a	1	09:00P	30S	10/28/06-10/28/06	CRIMETIME SATURDAY	1	900.00	900.00
21	.....1	1	06:58P	30S	10/29/06-10/29/06	60 MINUTES	1	3000.00	3000.00
22	F	1	09:00P	30S	10/27/06-10/27/06	CLOSE TO HOME	1	2300.00	2300.00
23	.....1	1	09:00P	30S	10/29/06-10/29/06	COLD CASE	1	3000.00	3000.00

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ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.  
1201-26463-2  
DATE PRINTED  
7/26/06

PAGE 3

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 ADVERTISER (OR AGENCY AND ADVERTISER)

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVENUE, NW  
SUITE 800  
WASHINGTON DC 20007  
USA

DEMOCRATIC SENATORIAL CAMPAIGN  
120 MARYLAND AVENUE  
WASHINGTON DC 20002  
USA  
PRODUCT/DSCC.

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

CONTACT

CALL PERSON

LONNIE STETZ

AGENCY EST. NO.

PRODUCT CODE 1310

NATIONAL PERSON

ROADCAST SCHEDULE STARTING 10/24/06 AND ENDING 10/30/06 NO. WEEKS: 1

LN	DAYS	SPOTS PWK	TIME FROM	TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
24	F	1	10:00P	11:00P	30S	10/27/06-10/27/06	NUMB3RS	1	3700.00	3700.00
25	...1...	1	08:58P	10:00P	30S	10/26/06-10/26/06	C.S.I.	1	8000.00	8000.00
26	T	1	07:57P	09:00P	30S	10/24/06-10/24/06	NCIS	1	3500.00	3500.00
27	F	1	07:57P	09:00P	30S	10/27/06-10/27/06	GHOST WHISPERER	1	2000.00	2000.00
28	W	1	10:00P	11:00P	30S	10/25/06-10/25/06	C.S.I. NEW YORK	1	3600.00	3600.00
29	Th	1	07:57P	08:57P	30S	10/26/06-10/26/06	SURVIVOR XIII	1	5300.00	5300.00
30	1110100	3	11:00P	11:35P	30S	10/24/06-10/27/06 10/30/06-10/30/06	11PM NEWS	4	1400.00	5600.00
31	Sa	1	11:35P	12:05A	30S	10/28/06-10/28/06	STEELERS PLAYER SHOW	1	400.00	400.00
32	Sa	1	12:05A	01:05A	30S	10/28/06-10/28/06	C.S.I.	1	250.00	250.00
33	Su	1	11:35P	12:05A	30S	10/29/06-10/29/06	#1 COCHRAN-SUNDAY SPORTS	1	500.00	500.00
34	10101..	2	11:35P	12:37A	30S	10/25/06-10/27/06 10/30/06-10/30/06	11:35P-12:37A - LETTERMAN	3	750.00	2250.00
35	Su	1	12:57P	07:00P	30S	10/29/06-10/29/06	STEELERS REGULAR SEASON	1	23800.00	23800.00
Total Contract:								92		98955.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no consideration will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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BS TELEVISION STATIONS



AGREEMENT MADE BETWEEN

## KDKA-TV

ONE GATEWAY CENTER, - PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.

1201-26462-2

DATE PRINTED

7/26/06

PAGE 1

12	AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465	ADVERTISER (OR AGENCY AND ADVERTISER)
AME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN
ND	1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE
DDRESS	SUITE 800	WASHINGTON DC 20002
	WASHINGTON DC 20007	USA
	USA	PRODUCT/SCC.
CONTACT		PRODUCT 1310
LOCAL SALESPERSON	LONNIE STETZ	AGENCY EST. NO.

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 10/17/06 AND ENDING 10/23/06 NO. WEEKS: 1

ITEM	DAYS	SPOTS PWK	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
1	11110..	3	05:00A 05:58A	30S	10/17/06-10/19/06 10/23/06-10/23/06	THIS MORNING 5-6AM	4	170.00	680.00
2	21222..	7	07:00A 09:00A	30S	10/17/06-10/20/06 10/23/06-10/23/06	THE EARLY SHOW	9	215.00	1935.00
3	11110..	3	05:58A 07:00A	30S	10/17/06-10/19/06 10/23/06-10/23/06	THIS MORNING 6-7AM	4	350.00	1400.00
4	111.1..	3	09:30P 10:00A	30S	10/17/06-10/20/06 10/23/06-10/23/06		4	115.00	460.00
5	11.1...	2	09:00P 09:30A	30S	10/17/06-10/19/06 10/23/06-10/23/06		3	115.00	345.00
6	10101..	2	11:58A 12:30P	30S	10/18/06-10/20/06 10/23/06-10/23/06	NOON NEWS	3	450.00	1350.00
7	10101..	2	10:57A 11:57A	30S	10/18/06-10/20/06 10/23/06-10/23/06	PRICE IS RIGHT	3	385.00	1155.00
8	Su	1	08:58A 10:28A	30S	10/22/06-10/22/06	CBS SUN MORNI	1	325.00	325.00
9	10010..	1	12:30P 04:00P	30S	10/19/06-10/23/06	CBS SOAPS	2	340.00	680.00
10	11101..	3	04:30P 05:00P	30S	10/17/06-10/20/06 10/23/06-10/23/06	430-5PM NEWS	4	375.00	1500.00
11	10111..	3	04:00P 04:30P	30S	10/18/06-10/20/06	4-430PM NEWS	4	375.00	1500.00

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ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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CBS TELEVISION  
STATIONS

AGREEMENT MADE BETWEEN

**KDKA-TV**ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

CONTRACT NO. REV.  
1201-26462-2  
DATE PRINTED  
7/26/06

PAGE 2

62	AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465	ADVERTISER (OR AGENCY AND ADVERTISER)	Cancellation Notice Required Announcement 28 days prior notice
NAME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN	
ADDRESS	1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007 USA	120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCT/SCC.	
CONTACT	LOCAL SALESPERSON LONNIE STETZ	AGENCY EST. NO. PRODUCT CODE 1310	

NATIONAL SALESPERSON  
BROADCAST SCHEDULE STARTING 10/17/06 AND ENDING 10/23/06 NO. WEEKS: 1

ITEM	DAYS	SPOTS PWK	TIME FROM TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
12	11101..	3	02:57P 03:57P	30S	10/17/06-10/20/06 10/23/06-10/23/06	DR. PHIL	4	400.00	1600.00
13	Su NEWS 6P-7P.	1	06:30P 06:57P	30S	10/22/06-10/22/06	SA/SU EARLY NEWS	1	500.00	500.00
14	11111..	4	05:30P 06:00P	30S	10/17/06-10/20/06 10/23/06-10/23/06	530-6PM NEWS	5	625.00	3125.00
15	11111..	4	05:00P 05:30P	30S	10/17/06-10/20/06 10/23/06-10/23/06	5-530PM NEWS	5	625.00	3125.00
16	11111..	4	06:30P 07:00P	30S	10/17/06-10/20/06 10/23/06-10/23/06	4-P 630PM NEWS	5	850.00	4250.00
17	11111..	4	05:58P 06:30P	30S	10/17/06-10/20/06 10/23/06-10/23/06	4-P 6PM NEWS	5	850.00	4250.00
18	11110..	3	07:30P 07:57P	30S	10/17/06-10/19/06 10/23/06-10/23/06	THE INSIDER	4	575.00	2300.00
19	.....1	1	06:58P 08:00P	30S	10/22/06-10/22/06	60 MINUTES	1	3000.00	3000.00
20	Su	1	09:00P 10:00P	30S	10/22/06-10/22/06	COLD CASE	1	3000.00	3000.00
21	1110100	3	11:00P 11:35P	30S	10/17/06-10/20/06 10/23/06-10/23/06	11PM NEWS	4	1400.00	5600.00
22	Sa	1	11:35P 12:05A	30S	10/21/06-10/21/06	STEELERS PLAYER SHOW	1	400.00	400.00
23	.....1	1	12:05A 01:05A	30S	10/21/06-10/21/06	C.S.I.	1	250.00	250.00

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ACCEPTED BY AGENCY

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BS TELEVISION STATIONS



AGREEMENT MADE BETWEEN

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

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DATE PRINTED  
7/26/06

PAGE 3

62	AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465	ADVERTISER (OR AGENCY AND ADVERTISER)
NAME	GREAT AMERICAN MEDIA	DEMOCRATIC SENATORIAL CAMPAIGN
ND	1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE
ADDRESS	SUITE 800	WASHINGTON DC 20002
	WASHINGTON DC 20007	USA
	USA	PRODUCT SCC.
CONTACT		PRODUCT 1310
LOCAL SALESPERSON	LONNIE STETZ	AGENCY EST. NO.
NATIONAL SALESPERSON		CODE

Cancellation Notice  
Required  
Announcement 28 days  
prior notice

BROADCAST SCHEDULE STARTING 10/17/06 AND ENDING 10/23/06 NO. WEEKS: 1

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
24	Su	1	11:35P	12:05A	30S	10/22/06-10/22/06	#1 COCHRAN SUNDAY SPORTS	1	500.00	500.00
25	10101..	2	11:35P	12:37A	30S	10/18/06-10/20/06	11:35P-12:37A - LETTERMAN	3	750.00	2250.00
		1				10/23/06-10/23/06				
26	Su	1	12:57P	07:00P	30S	10/22/06-10/22/06	STEELERS REGULAR SEASON	1	23800.00	23800.00
							Total Contract:	83		69280.00

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# KDKA-TV

ONE GATEWAY CENTER, PITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV.  
1201-25460-2  
DATE PRINTED  
7/26/06

PAGE 1

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007 USA		ADVERTISER (OR AGENCY AND ADVERTISER) DEMOCRATIC SENATORIAL CAMPAIGN 120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCT: DSCC. PRODUCT CODE 1310	
CONTACT PERSON: LONNIE STETZ AGENCY EST. NO.		Cancellation Notice Required Announcement 28 days prior notice	

BROADCAST SCHEDULE STARTING 10/10/06 AND ENDING 10/16/06 NO. WEEKS: 1										
LN	DAYS	SPOTS /WK	TIME FROM	TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
(1) LOSS AGENCY COMMISSION OF 15% EXCEPT ON NON-COMMISSIONABLE AMOUNTS. CONDITIONS ON THE REVERSE OF THIS PAGE AND ANY ATTACHMENTS HERETO ARE AN INTEGRAL PART OF THIS AGREEMENT. IF THIS CONTRACT IS WITH AN ADVERTISER, REFERENCES TO AGENCY APPLY TO ADVERTISER, EXCEPT NO COMMISSION WILL BE ALLOWED AN ADVERTISER.										
1	11110..	3	05:00A	05:58A	30S	10/10/06-10/12/06 10/16/06-10/16/06	THIS MORNING 5-6AM	4	170.00	680.00
2	11111..	4	07:00A	09:00A	30S	10/10/06-10/13/06 10/16/06-10/16/06	THE EARLY SHOW	5	215.00	1075.00
3	11110..	3	05:58A	07:00A	30S	10/10/06-10/12/06 10/16/06-10/16/06	THIS MORNING 6-7AM	4	350.00	1400.00
4	111.1..	3	09:30P	10:00A	30S	10/10/06-10/13/06 10/16/06-10/16/06		4	115.00	460.00
5	11.1...	2	09:00P	09:30A	30S	10/10/06-10/12/06 10/16/06-10/16/06		3	115.00	345.00
6	10101..	2	11:58A	12:30P	30S	10/11/06-10/13/06 10/16/06-10/16/06	NOON NEWS	3	450.00	1350.00
7	10101..	2	10:57A	11:57A	30S	10/11/06-10/13/06 10/16/06-10/16/06	PRICE IS RIGHT	3	385.00	1155.00
8	8P	1	08:58A	10:28A	30S	10/15/06-10/16/06	CBS SUN MORN	1	325.00	325.00
9	10010..	1	12:30P	04:00P	30S	10/12/06-10/16/06	CBS SOAPS	2	340.00	680.00
10	11101..	3	04:30P	05:00P	30S	10/10/06-10/13/06 10/16/06-10/16/06	430-5PM NEWS	4	375.00	1500.00
11	10111..	2	04:00P	04:30P	30S	10/11/06-10/13/06	4-430PM NEWS	4	375.00	1500.00

ACCEPTED BY AGENCY

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IS TELEVISION STATIONS



AGREEMENT MADE BETWEEN

# KDKA-TV

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7/26/06

ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

KDKA-TV

PAGE 2

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW SUITE 800 WASHINGTON DC 20007 USA		DEMOCRATIC SENATORIAL CAMPAIGN 120 MARYLAND AVENUE WASHINGTON DC 20002 USA PRODUCT DSCC.		
LONNIE STETZ AGENCY EST. NO.		PRODUCT 1310 CODE		
AL ESPERSON				
ADCAST SCHEDULE STARTING 10/10/06 AND ENDING 10/16/06 NO. WEEKS: 1				

LINE	DAYS	SPOTS WK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
		1				10/16/06-10/16/06				
12	11101..	3	02:57P	03:57P	30S	10/10/06-10/13/06 10/16/06-10/16/06	DR. PHIL	4	400.00	1600.00
		1								
13	Su NEWS 6P-7P.	1	06:30P	06:57P	30S	10/15/06-10/15/06	SA/SU EARLY NEWS	1	500.00	500.00
14	11111..	4	05:30P	06:00P	30S	10/10/06-10/13/06 10/16/06-10/16/06	530-6PM NEWS	5	625.00	3125.00
		1								
15	11111..	4	05:00P	05:30P	30S	10/10/06-10/13/06 10/16/06-10/16/06	5-530PM NEWS	5	625.00	3125.00
		1								
16	11111..	4	06:30P	07:00P	30S	10/10/06-10/13/06 10/16/06-10/16/06	M-F 630PM NEWS	5	850.00	4250.00
		1								
17	11111..	4	05:50P	06:30P	30S	10/10/06-10/13/06 10/16/06-10/16/06	M-F 6PM NEWS	5	850.00	4250.00
		1								
18	11010..	2	07:30P	07:57P	30S	10/10/06-10/12/06 10/16/06-10/16/06	THE INSIDER	3	575.00	1725.00
		1								
19	1110000	2	11:00P	11:35P	30S	10/10/06-10/11/06 10/16/06-10/16/06	11PM NEWS	3	1400.00	4200.00
		1								
20	Sa	1	11:35P	12:05A	30S	10/14/06-10/14/06	STEELERS PLAYER SHOW	1	400.00	400.00
21	Sa	1	12:05A	01:05A	30S	10/14/06-10/14/06	C.S.I.	1	250.00	250.00
22	Su	1	11:35P	12:05A	30S	10/15/06-10/15/06	#1 COCHRAN SUNDAY SPORTS	1	500.00	500.00
23	10101..	2	11:35P	12:37A	30S	10/11/06-10/13/06	11:35P-12:37A - LETTERMAN	3	750.00	2250.00

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**KDKA-TV**

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ONE GATEWAY CENTER, . PITTSBURGH PA 15222  
AND

**KDKA-TV**

**PAGE 3**

**ADVERTISER (OR AGENCY AND ADVERTISER)**

**Cancellation Notice  
Required  
Announcement 28 da  
prior notice**

GREAT AMERICAN MEDIA  
1010 WISCONSIN AVENUE, NW  
SUITE 800  
WASHINGTON DC 20001  
USA

DEMOCRATIC SENATORIAL CAMPAIGN  
120 MARYLAND AVENUE

WASHINGTON DC 20002  
USA  
PRODUCTS CO.

**INTACT**

CAL LONNIE STETZ  
LESPERSON

**AGENCY EST. NO.**

PRODUCT CODE	1310
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## ADDITIONAL LESPERSON

NATIONAL LESPERSON		BROADCAST SCHEDULE STARTING 10/10/06 AND ENDING 10/16/06		NO. WEEKS: 1
				PROGRAMS

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AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

ACCEPTED BY STATION

**ACCEPTED BY AGENCY**

AS AGENT FOR (ADVERTISER)

AS AGENT FOR (ADVERTISER)

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<u>STATION</u>	<u>PROGRAM</u>	<u>CANDIDATE RATE</u>	<u>ISSUE RATE</u>
WPXI-TV	TODAY SHOW	\$300.00	\$550.00
	JEOPARDY	\$700.00	\$1,250.00
	WHEEL	\$750.00	\$1,250.00
	JUDGE JUDY	\$425.00	\$625.00
WTAE	6AM NEWS	\$225.00	\$500.00
	630AM NEWS	\$225.00	\$500.00
	GMA	\$200.00	\$475.00
	REGIS	\$225.00	\$350.00
	THE VIEW	\$200.00	\$350.00
	NOON NEWS	\$175.00	\$225.00
	OPRAH	\$400.00	\$900.00
	5P NEWS	\$500.00	\$800.00
	11P NEWS	\$800.00	\$1,200.00